

Southern HARDWARE

University Microfilms
313 North First St
Ann Arbor Mich 4

OCTOBER
1957

In this issue
Special Section on
THE MARKET FOR
SPORTING GOODS
Pg. 45

Including the SOUTHERN FARM EQUIPMENT Section

PROVED...



6 dozen matched Green Thumb tools in mobile self-service Tool Island. Retail value \$211.21. Price to dealer \$127.27* delivered, if ordered before December 15. See your Green Thumb wholesaler.

*Slightly higher in West.

the amazingly successful way to sell top-profit lawn and garden tools

Thousands of dealers tell us this Green Thumb Merchandiser is the best set-up they have had for selling Steel Goods — that it increases customer self-service, impulse buying and multiple purchases — that it has sold more first quality tools than anything they have ever used.

You can see why. The GREEN THUMB Merchandiser puts a complete matched selection of garden tools in a small (2½x4 ft.) space, in an up-front or outside traffic location, and encourages self-service.

Order yours now for next Spring, along with other needed items of Steel Goods. Take full advantage of your 5% early order discount.

THE UNION FORK & HOE COMPANY
Columbus 15, Ohio

Typical Testimony of Thousands of Dealers

"This Island stops customers, who usually buy more than one tool." DAVIS SEED & HARDWARE, Mobile, Alabama

"Best sales promotion tool ever. Has helped me sell more garden tools than I've ever sold." BROWNLEE & CHASTEEN, Starke, Florida

"Believe tool island has added at least 75% to our garden tool sales. Have had two 100% replacement orders." NAPIER AVE. HARDWARE & PAINT, Macon, Georgia

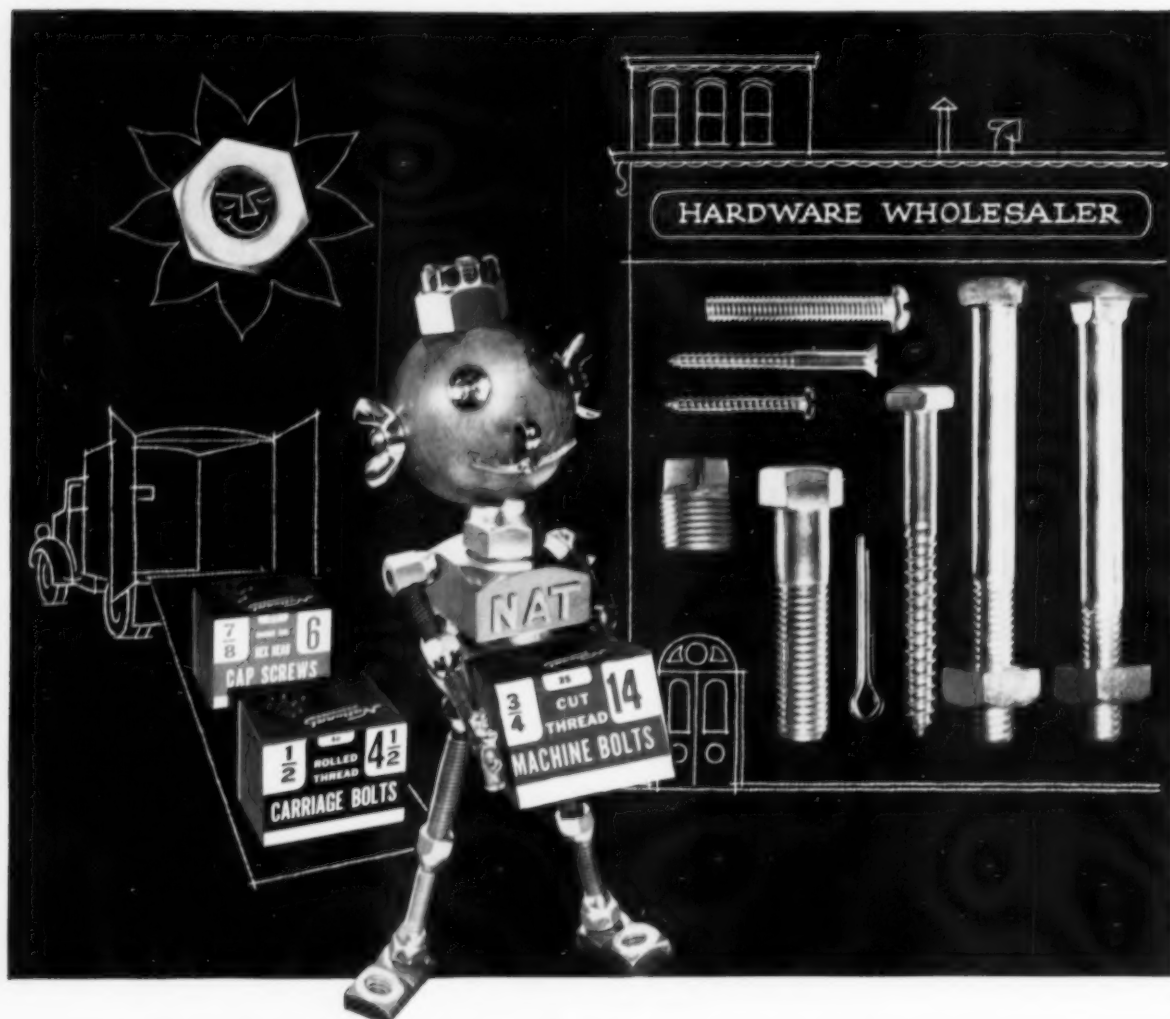
"Our sales of better grade tools have greatly increased since we put in the Tool Island with Green Thumb tools." NORTH NEWTON HARDWARE, Newton, North Carolina

"Sales have doubled over last season's." COUCH'S FEED AND SEED, Greenville, South Carolina

"Altho we have a well lighted wall display, we find the Green Thumb island a tremendous help for the impulse buyer. SMITH HARDWARE & IMPLEMENT, Clinton, Oklahoma

"A tremendous help in self-service. Have refilled several times." LONGVIEW FEED, Longview, Texas

"Has sold more tools for us than in any former Spring and our profits are greater because the tools are all first quality." CHESTNUT HILL HARDWARE, Lynchburg, Virginia



"NAT" STANDS OUT with the most complete line

You can simplify ordering and stock handling, and still sell your customers the most complete line of high quality fasteners. National makes it possible.

Handling is easier with National's uniform packaging. Labeling is big and bold and color-coded for quick on-shelf identification and selection. All in all, your stock of National fasteners in the trim red and black boxes makes a much better looking, more smartly businesslike fastener department.

And since the National line is the *complete* line, it pays to think National when you think about saving through one-source buying. Consider the facts—all the advantages of standardizing on National fasteners—and make the National line *your* line, because it stands out in every way.

Ask Your Distributor . . . He Knows



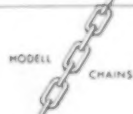
THE NATIONAL SCREW & MFG. COMPANY

Cleveland 4, Ohio

Pacific Coast: National Screw & Mfg. Co. of Cal.
3423 South Garfield Ave. • Los Angeles 22, Cal.



CHESTER
HOISTS



MODEL
CHAINS

SOUTHERN HARDWARE is published monthly at 116 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Company, Dalton and Atlanta, Georgia U. S. A.
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Volume 126

Number 10

Postmaster, Send notices by Form 3579 to 806 Peachtree St., N. E., Atlanta 8, Ga.



"Guess now's the time to order my Stormproof roofing"

Strong Stormproof Roofing advertisements in *Southern Planter* and *Progressive Farmer* are telling farmers right now that Fall is roofing time. And all through the Summer, Stormproof advertising has been imprinting "Stormproof Galvanized Steel Roofing" on farmers' minds. Stormproof Roofing is rapidly gaining in popularity because it's so strong, so practical, so easy to apply, so economical. Be sure you're well stocked with Stormproof sheets and accessories—and be sure to let your prospects know it!

BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.



THIS is the deal... with 3-WAY appeal

Slaymaker

SM 57 DEALER MERCHANDISER

Get it Now!

1 Featuring Slaymaker's New
LAMINATED STEEL PADLOCKS,
the only nationally advertised laminated
steel padlocks in popular-priced
Disc Tumbler cylinder models.

2 **2 FREE**
LAMINATED STEEL PADLOCKS
\$1.90 Value (one No. 46—one No. 47)
and a FREE "Day-Glo" Hang-Up Board.
Permanent. With Fixtures.

3 Slaymaker's most popular numbers
for a quick **62% PROFIT**
Dealer Cost Only ... \$15.85
DEALER PROFIT ... 9.85



SM 57 assortment includes 1 ea. of Nos. 46, 47, 68, 78, 88 and 453 mounted for display—and 3 ea. of same Nos. in a special shelf carton. Plus 2 FREE laminated padlocks. Total: 26 padlocks of which 10 are Slaymaker's new laminated steel items.

Size: 12" x 16"



LAMINATED No. 46



LAMINATED No. 47



SOLID BRASS No. 68



SOLID BRASS No. 78



SOLID BRASS No. 88



SCOUT COMBINATION
No. 453

Slaymaker

Nationally advertised in The Saturday Evening Post

LOCK COMPANY • Lancaster, Pa., U. S. A. • Since 1888

World's Most Complete Line of Padlocks

Southern HARDWARE

Hardware & Allied Lines - Farm Operating Equipment

Vol. 126

October, 1957

No. 10

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SOUTHERN BUILDING SUPPLIES TEXTILE INDUSTRIES
SOUTHERN POWER & INDUSTRY

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No other jig saw has all these features . . . and is so low priced for volume sales



Outsell others 2 to 1 with the sensational all-new Shopmate Jig Saw

Early sales tests show you can expect two to three times the volume with this new Shopmate quarter-horse husky. It cuts 2 x 4's, makes 45° bevels on either side, cuts perfect circles and even makes its own starting hole. Auxiliary handle attaches to either side for added control.

The new Shopmate cuts everything from metals to leathers. Comes with three special blades that give it the combined versatility of seven other saws: rip, band, coping, crosscut, scroll, keyhole and hacksaw.

- ① New—See-As-You-Saw Jig-Lite
- ② New—Left or Right Angle Adjustment to 45°
- ③ New—Eight Inch Rip and Circle Guide
- ④ New—Auxiliary Guide Handle
- ⑤ New—Fast Cutting—2650 Strokes per Minute

EVEN THE RECOMMENDED PRICE LOOKS LIKE A SPECIAL!

Because we build the entire saw, from die castings to motor, we can provide this fine power tool at the exciting, and profitable, low price of . . .

\$29⁹⁵ complete SH 10/57

HERE'S PRE-SELLING SUPPORT!

Big space ads in potent consumer publications like the POST and POPULAR MECHANICS introduce this dynamic new jig saw for you. To help you more, you receive FREE ad mats, streamers and display material.

Write for complete information

ADVERTISED IN
the leading consumer
POST

as advertised in
POPULAR MECHANICS



PORTABLE ELECTRIC TOOLS, INC.
320 West 83rd Street • Chicago 20, Illinois

PFLUEGER - Manufacturers of *Fine Fishing Tackle for almost a Century*



PFLUEGER
TRUSTY
\$6.50



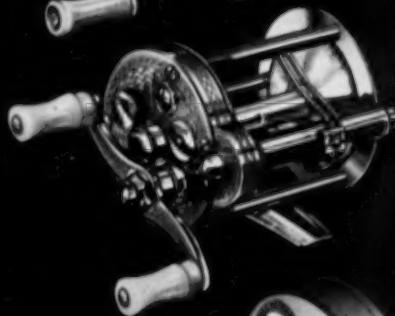
PFLUEGER
AKRON
\$12.95



PFLUEGER
SKILCAST
\$13.95



PFLUEGER
DELUXE NOBBY
\$15.95



PFLUEGER
SUMMIT
\$16.95



PFLUEGER
SUPREME
\$37.50



PFLUEGER
SEA STAR
\$32.95



PFLUEGER
SEA KING
\$18.50



PFLUEGER
MEDALIST
\$11.00

PFLUEGER

Brings You the Latest in SPINNING

The only enclosed reel with INSTANT LINE CONTROL

PFLUEGER
FREESPEED
\$14.95



\$19.95

PFLUEGER "88"

Here is the smoothest push-button enclosed spinning reel ever built. It is the first enclosed type reel designed in which the line makes no abrupt turns. The result is easier casting and more distance. Pflueger's new principle of the extended curved cone reduces friction, enabling the angler to cast farther and easier. Another exclusive feature found on no other similar reel is the immediate control of the line when the lure hits the water resulting in fewer lost fish.

The new Pflueger "88" has been extensively engineered and tested to out-perform every other enclosed spinning reel. Handsome design and finish, resists corro-

sion. Lightweight, extremely durable parts and smooth operating adjustable drag. Pflueger quality construction throughout. Equipped with full spool of six pound Pflueger monofilament line.

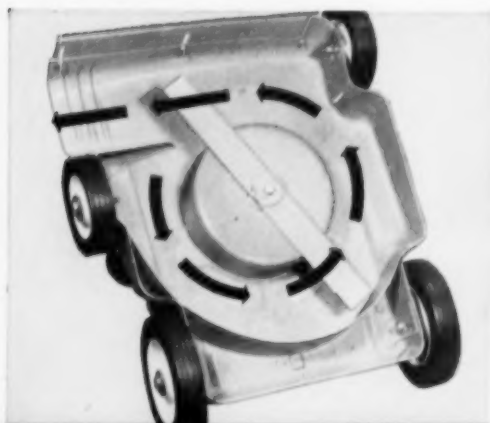
Selling this new Pflueger "88" enclosed reel is a snap because of its quality, ease of demonstrating, and its effortless casting. Backlashes become a thing of the past. The Pflueger "88" push-button reel positively will not twist the line or backlash.

And—it's a Pflueger, the finest reel made on this earth.

— THE ENTERPRISE MANUFACTURING CO.,

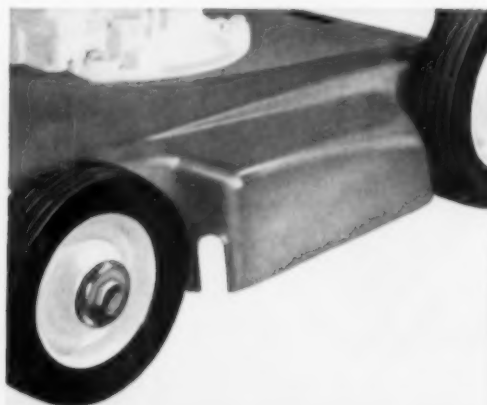
AKRON 9, OHIO

1958 JOHNSTON MOWER LINE



LOOK UNDER THE DECK

New Air Dome design with Jet Flow Discharge causes the grass to be cut cleanly, discharges clippings smoothly and powerfully over the lawn. Exclusive on Johnston rotary mowers!



LOOK AT THE TRIM

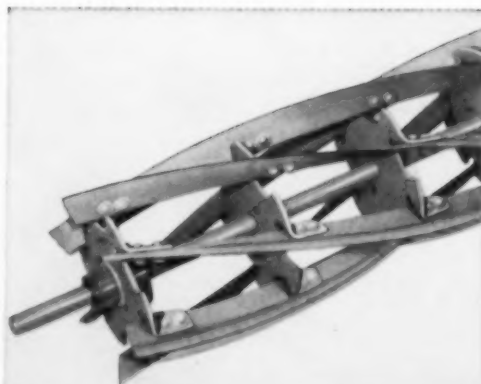
Side trim deck design enabling clean, close trimming to within a fraction of an inch. Johnston's modern rotary has close front trimming, too!

GIVES YOU FEATURES TO

*You can sell Johnston
with confidence!*

1958 mower buyers will want features and Johnston has them. Staggered wheel design, front and side trim, large rear wheels, 4-cycle engines with recoil starter, clean modern styling with automotive finish. Be it reel or rotary, there's a Johnston power mower for every purse, every size lawn.

Johnston Lawn Mower Corporation, Brookhaven, Mississippi
A subsidiary of Jacobsen Manufacturing Company



LOOK AT THE CUTTING EDGE

1958 Johnston reel mowers have six blade reels. This 20% additional cutting capacity gives a really smooth cut without old fashioned waves or wash-board finish. Your customers will like this!

LOOK AT THE JOHNSTON LINE BEFORE YOU BUY

Johnston

1958 rotary power mowers include deluxe and economy models, sizes for large and small lawns, hand and self-propelled units. Each mower model has sales features to sell. No "dead" units in Johnston's mower line. It's a profit line!



SELL!



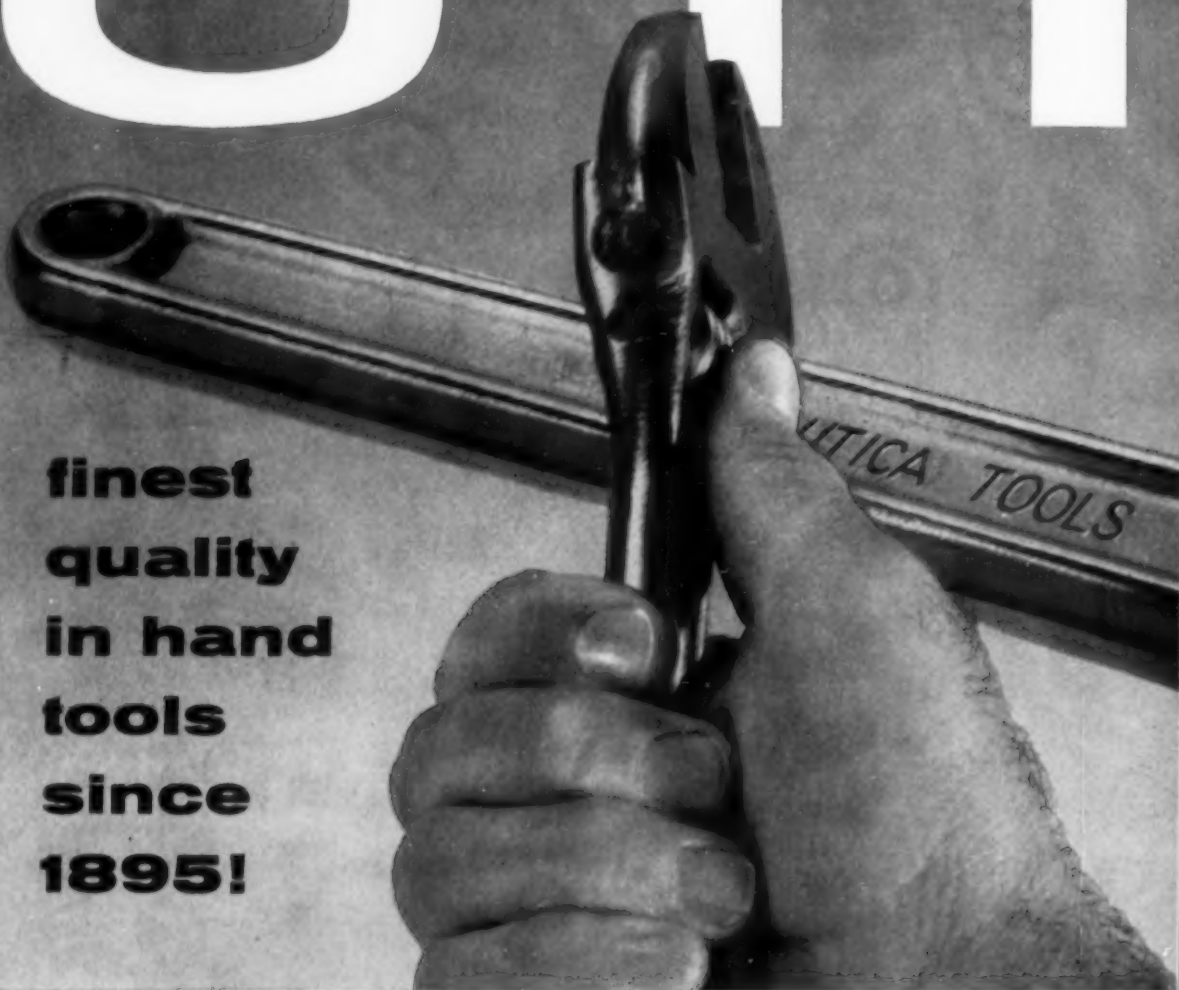
Johnston

1958 reel type power mowers all do a beautiful cutting job, on regular or special grasses. Illustrated is the sensational new Velva Trim model that side trims to within $\frac{3}{4}$ ", has rear wheel drive to eliminate ridges, and new front mounted plastic grass catcher. A real sales maker!



See us in Booth 708
at National Hardware Show.

U T I



**finest
quality
in hand
tools
since
1895!**

unconditionally guaranteed

STOCK UTICA and you'll be selling industry's finest line of quality hand tools. They have the name! Utica pliers and wrenches are drop-forged for rugged strength! Induction hardened at the points of greatest wear—jaws and cutting edges—for extra toughness! Extra long life! And like all Utica hand tools, they are **UNCONDITIONALLY GUARANTEED**. No other complete line of hand tools is backed by such a guarantee. Ask to have your Utica representative call.

SELL **UTICA**



Hallmark of Quality since 1895

CA



OVER 1000 WRENCHES, PLIERS AND OTHER HAND TOOLS!



the tools the experts use!

UTICA DROP FORGE & TOOL DIVISION, KELSEY-HAYES CO., UTICA 4, NEW YORK
SOUTHERN HARDWARE for October, 1957 For more information use Handy Return Card, Page 100

If you are not a Simplicity Dealer, write us today

Don't miss this profit opportunity! For 36 years, *Simplicity* has been America's most-wanted name in lawn and garden power equipment. Now *Simplicity* steps up POWER to step up your sales:

POWERFUL PRODUCTS • Today's *Simplicity* line is the culmination of 36 years of progressive engineering and the finest power-equipment technology in the industry. *Simplicity* equipment is engineered better, built better, and tested better than any other line.

POWERFUL PROMOTION • Bringing the strength of powerful advertising to bear in your local market through big factory-paid newspaper advertisements, *Simplicity* actively solicits customers for your store. Our dealers report the 1957 newspaper campaign was the finest and most productive in their experience.

PLUS • liberal initial stock-order discounts

- Spring dating privileges
- generous co-op advertising and factory-paid local newspaper campaigns
- highly competitive pricing on America's highest-quality line
- sound engineering that minimizes service costs and problems
- field-tested equipment put through rugged tests before you sell it

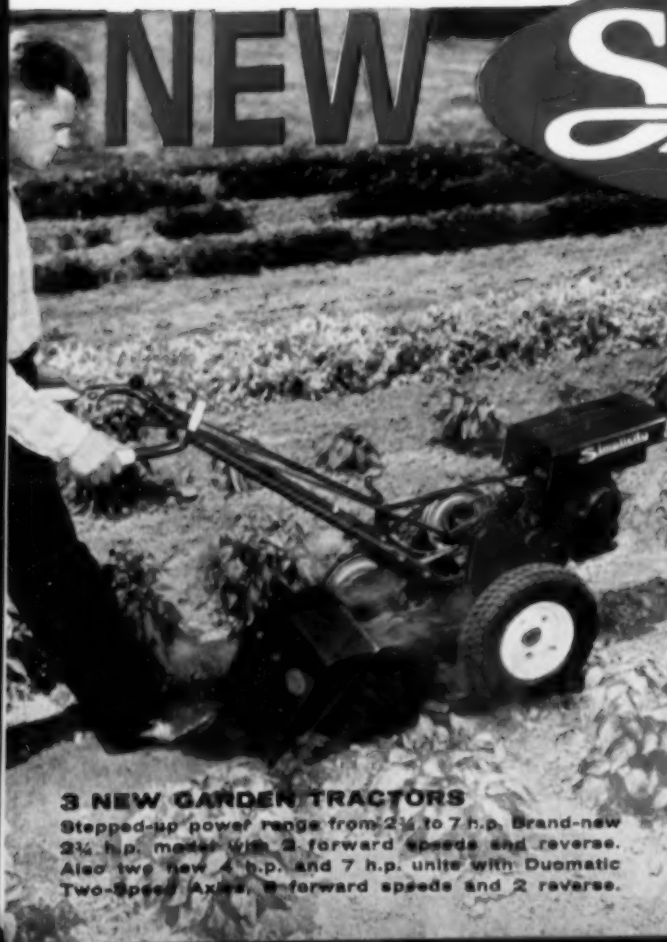
IMPORTANT • Select franchises are still available for qualified dealers. Use coupon, write, wire or telephone to find out if a *Simplicity* franchise is available in your locality.

...there's Big Money in the 5 FABULOUS

NEW

Simplicity

REG. U. S. PAT. OFF.



3 NEW GARDEN TRACTORS

Stepped-up power range from 2½ to 7 h.p. Brand-new 2½ h.p. model with 2 forward speeds and reverse. Also two new 4 h.p. and 7 h.p. units with Duomatic Two-Speed Axles, 3 forward speeds and 2 reverse.



NEW ROTICUL

Simplicity is first with a reverse on a rotary tiller-cultivator! Complete design change plus 2½ h.p. Touch-of-the-finger reverse gear provides quick backing, easier close work and handling around tight corners.



NEW WONDER-BOY

Instant sales success in 1957, the Wonder-Boy now has more power and more speed with Duo-matic Two-Speed Axle. Faster transport speed... easier turns around hedges and bushes... shorter time to mow lawns large or small.

MODELS FOR '58

9-14



Become a Simplicity Dealer NOW...

**PROMOTE THE POWER LINE
and PROFIT!**

Mail this coupon for information

SIMPLICITY MANUFACTURING COMPANY
Port Washington 3, Wisconsin

*America's No. 1 Line
of Lawn and Garden Equipment*

1957 was a great year for *Simplicity*
Dealers. Was it a great year for you?

SIMPLICITY MANUFACTURING COMPANY
Port Washington 3, Wisconsin

Gentlemen: Please send me full details on how I can
become a *Simplicity* dealer, and send me literature on:

- ☐ Wonder-Boy Riding Mower
- ☐ Rotical Rotary Tiller-Cultivator
- ☐ Simplicity Garden Tractors

Name

Company

Address

City Zone State

10 WAYS to increase your margin of profit...sell



HARDWARE PRODUCTS

These fast moving, top-quality steel hardware products of CF&I pay big dividends in increased sales and customer satisfaction wherever they're displayed and sold. CF&I's fully-integrated operation assures a quick and sure source of supply of uniform top-quality products. Rigid quality controls, tests and inspections are possible throughout every stage of production to insure that every CF&I product will provide the kind of trouble-free, long service that will keep your customers coming back to you. In addition to the assurance you get of a *complete product line, top quality and a reliable source of supply* . . . **HERE ARE ADDITIONAL ADVANTAGES OF BUYING FROM CF&I:**

- *You Can Reduce Your Capital Investment* in large inventories. You are at all times assured of adequate stocks and speedy deliveries of CF&I products from a nearby source.
- *You Save Expensive Storage Space* as a result of carrying smaller inventories.
- *CF&I Products Have an Established Reputation.*
- *CF&I Products Are Produced From The Finest Available Materials.*
- *CF&I Products Are Produced By Skilled Workmen.*
- *CF&I Products Are Attractively And Practically Packaged* to give them point of purchase eye-appeal and to make them easy to handle, display and sell.

5449



GOLD STRAND®
INSECT WIRE SCREENING

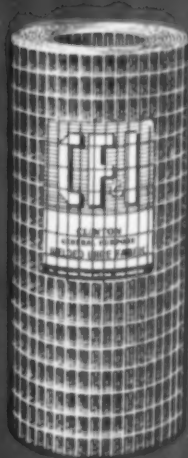
CF&I
HEX MESH
NETTINGS





**CF&I-WISSCO® TV
GUY WIRE AND
CF&I-WISSCO®
FLEXIBLE WIRE
CLOTHES LINE**

**CF&I-CLINTON®
GENERAL
PURPOSE
WELDED WIRE
FABRIC**



*For complete information on CF&I Hardware
Products contact the Sales Office nearest you.*



**CF&I-WICKWIRE
HARDWARE PRODUCTS**
THE COLORADO FUEL AND IRON CORPORATION

THE COLORADO FUEL AND IRON CORPORATION — Albuquerque • Amarillo
Billings • Boise • Butte • Casper • Denver • El Paso • Ft. Worth • Houston
Lincoln (Neb.) • Los Angeles • Oakland • Oklahoma City • Phoenix • Portland
Pueblo • Salt Lake City • San Francisco • San Leandro • Seattle • Spokane
Wichita • **WICKWIRE SPENCER STEEL DIVISION**—Atlanta • Boston • Buffalo
Chicago • Detroit • New Orleans • New York • Philadelphia

**Hardware Jobbers . . . let's meet at our booth #35
National Hardware Show, Colliseum, New York City • Oct. 14-18**

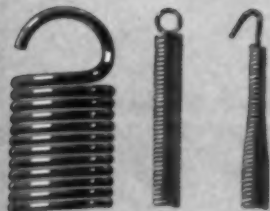
**GOLD STRAND®
HANDI-ROL
FLY SCREEN**



for "Do-it-yourself" sales
(Write for complete information)



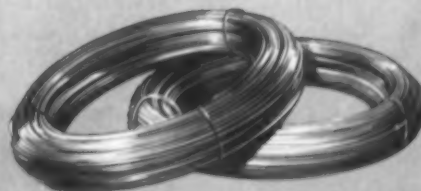
CF&I MECHANIC'S WIRE



**QUICK-
HITCH®
GATE
SPRINGS**

**PERFECTION®
DOOR
SPRINGS**

**CF&I
HARDWARE
CLOTH**



**CF&I-WICKWIRE MERCHANT
OR STONE WIRE**

Savage



...FINEST NAME IN THE MOWER FIELD...

presents a
brand-new RIDING MOWER



**ROTOR CHIEF®
RIDER**

Model 10-T 26" cut
Recall starter
Powerful 4-cycle engine

Also a Real-type
Riding Mower... the
21" YARD CHIEF® RIDER
with Briggs & Stratton
4-cycle engine

Strong selling features!

- Foot pedal controls; right foot selects forward or reverse motion; controls speed; safety pedal controls blade
- Blade stops instantly when left foot is lifted from pedal
- Rear-wheel drive provides positive individual traction from either wheel; no spinning, slipping or scuffing
- Maximum stability due to low center of gravity and unique rigid frame design
- 12" full-pneumatic tires for better traction, easier steering
- Highly maneuverable, short turning radius, quiet operation
- Rear-mounted engine; heat, noise and fumes are kept away from operator
- Trims close on both sides
- 4 easy cutting-height adjustments
- Simple hitch for attachments
- Easy access to engine and drive mechanism

**The mower for "take-it-easy" customers
...and "make-it-easy" profits!**

Top-of-the-line mower! Lots of get-up-and-mow; lots of fine selling features that are years ahead of those found on other riders. Easy-living's what customers want - and easy-selling's

Write for free, colorful brochure showing the 1958 line of Savage lawn care equipment

what you get with the new ROTOR CHIEF Rider. A clean-cutting, close-trimming rotary, it's a great addition to an already great line!

And, in addition, Savage gives you an unbeatable selling program: Early Order Discount, Demonstrator Plan, Co-op Advertising, powerful consumer advertising schedule plus merchandising aids. This year, more than ever before, the profit-full line is the Savage line! For information, contact your nearest Savage distributor or write: Savage Arms Corporation, Lawn Mower Division, Chicopee Falls, Mass., U.S.

SEE THE SAVAGE MOWERS AT THE NATIONAL HARDWARE SHOW, COLISEUM, NEW YORK, OCT. 14-18, BOOTH 705



"SURE I GOT A SAVAGE MOWER—
THEY MAKE MIGHTY GOOD GUNS,
SO THEIR MOWERS SHOULD
BE THE BEST, TOO!"

MADE BY THE MANUFACTURERS OF WORLD-FAMOUS SAVAGE FIREARMS

Volume sales
start with

Savage

5 ROTARIES

Model 33-T, 21" cut,
self-propelled, recoil

Model 31-T, 21" cut,
recoil starter

Model 30-T, 18" cut,
recoil starter

Model 30-S, 18" cut,
rope starter

Model 30-E, 18" cut,
electric, UL approved

All gasoline-powered
models with
Briggs & Stratton
4-cycle engines



5 REEL-TYPES

all self-propelled

Model 90-R, 21" cut,
recoil starter

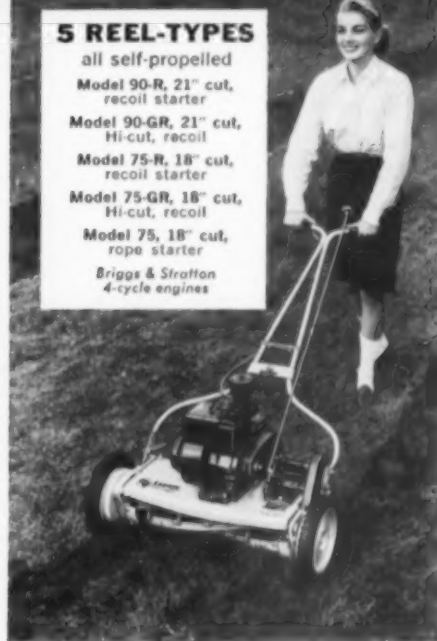
Model 90-GR, 21" cut,
Hi-cut, recoil

Model 75-R, 18" cut,
recoil starter

Model 75-GR, 18" cut,
Hi-cut, recoil

Model 75, 18" cut,
rope starter

Briggs & Stratton
4-cycle engines



2 new RIDING MOWERS

Model 10-T, 26" cut,
rotary, recoil starter
(illustrated)

Model 91-T, 21" cut,
reel-type,
sulky riding
attachment



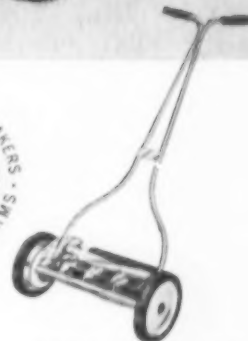
Wide range of types, sizes and prices

You can please *all* your customers with Savage lawn care equipment. Whether they prefer one of the new, easy-handling riding mowers, a clean-cutting reel or rotary, a lightweight hand mower or sweeper — Savage *satisfies!* And satisfied customers are your most valuable asset for word-of-mouth advertising and repeat sales. To build your reputation — and your profits — sell Savage, the *better-built* mowers that require a minimum of service.



2 LAWN SWEEPERS

Model 25-L
30" width, 8 bu. capacity
25" width, 6 bu. capacity



5 HAND MOWERS

Model 55, 18" & 16" cut
Tubular steel handle

Model 45-H, 16" cut
Tubular steel handle

Model 35, 16" cut
Hardwood handle

Model 35-H, 16" cut
Tubular steel handle

SEE THE SAVAGE MOWERS AT THE NATIONAL HARDWARE SHOW, COLISEUM, NEW YORK, OCT. 14-18, BOOTH 705

Savage

...the fine line your
customers know and trust!

on your counter } HAS 4 TIMES THE SELLING POWER
DOES 4 TIMES MORE VOLUME for You!

challenger
FINE TOOLS

***675 (REVOLVING) SELF-SERVICE**

4 SIDE SELLER

SPACE SAVER STAND
MEASURES only 17 1/2" Square x 24" High. Amazingly Compact!

SIDE 1
Big-Seller Open End, Box and Combination Wrenches... Individual and in sets

SIDE 2
Fast-Mover Pliers which fully cover general market

TOP
Features rock-bottom-priced Socket-set Sets

SIDE 3
Open End, Box and Combination Wrenches in continuous daily demand

SIDE 4
All styles and sizes of Punches, Chisels, and Screwdrivers for widest variety of jobs

COMES WITH 119 NATIONALLY-ADVERTISED EVERY-DAY-USE FAST-MOVING TOOLS

Now you get 4 times more sales punch, 4 times more profit from your valuable counter space. And this 4-Side Seller is an eye-catcher de luxe... made of smooth metal in sunshine yellow and red... a perfect background for the sparkling-finish, nationally-advertised, volume-selling tools. Also eliminates work on your part... because your customers choose exactly what they need from the big selection of Wrenches, Pliers, Punches, Chisels and Screwdrivers. Every tool is identified and price-marked (markers come with unit)... extreme values create instant sales action... rigid factory guarantee covers both material and workmanship. Order your 4-Side Seller from your regular jobber now - or write for name of nearest supplier today!

- ★ CONTINUOUS YEAR-ROUND PROFIT MAKER... WITH "FILL-INS" ALWAYS AVAILABLE FOR EVERY TOOL YOU SELL
 - ★ FULLY AUTOMATIC MERCHANDISER... EACH TOOL INDIVIDUALLY IDENTIFIED AND RETAIL PRICE-MARKED
 - ★ EXTRA DURABLE, SMOOTH-REVOLVING STAND. 4 SIDES, TOP AND TOOL RACKS ARE BUILT OF METAL
 - ★ POPULAR PRICES ASSURE QUICK TURNOVER. ALL TOOLS MANUFACTURED AND GUARANTEED BY
- PENENS CORPORATION**
SCHILLER PARK, ILLINOIS



Going Our Way?

The **SURE** Way to Volume Garden Hose Sales and Profits!

The Deal of a Lifetime!

... Order 1000 feet
(any style) of Swan
Garden Hose from your
Swan Wholesaler and
See How Easy it is to
Get this ...

NEW

**Swan Garden Hose
Merchandiser**

Quick Facts About Swan's Merchandiser

1. Sturdy 18 gauge steel construction covered with weather-proof baked enamel — easy to clean and keep clean.
2. Requires minimum floor space . . . measures only 18¾ inches square by 68 inches tall — yet holds up to 25 coils of Swan Garden hose.
3. Ball bearing casters make for easy movement about store or out on sidewalk to catch street traffic.
4. A Swan Garden Hose selling fixture for your store that you'll be proud of. Lets you keep a visual check on your Swan inventory.
5. GIANT SIZE SWAN FLOW CHART ON TOP PANEL SHOWS CUSTOMERS WHY IT PAYS TO BUY A HOSE LARGE ENOUGH TO DO THE JOB. A BIG AID IN MAKING QUICK SALES AND HELPING CUSTOMERS SERVE THEMSELVES!
6. Designed specially for Swan's new BULL'S EYE CENTER COIL DISPLAY CARD PACKAGING.

**P.S. You couldn't have one
made like it for \$25.00**





IT'S EASIER TO SELL *Swan* GARDEN HOSE THAN ANY OTHER KIND



Swan TRANS-LITE No. 8856

Guaranteed 8 years
A full 1/2-inch inside
diameter 50-Ft. coil
to retail at

\$6.95

SWANLITE No. 8700

Guaranteed 5 years
A full 7/16-inch inside
diameter 50-Ft. coil
to retail at

\$4.95



SWANSEAL No. 8360

Guaranteed 5 years
A full 7/16 inch inside
diameter 50-Ft. coil
to retail at

\$3.95

SWANSEAL No. 8501

Guaranteed 5 years
A full 1/2-inch inside
diameter 50-Ft. coil
to retail at

\$4.50



SWANSEAL No. 8500

Guaranteed 5 years
A full 1/2-inch inside
diameter 50-Ft. coil
to retail at

\$4.50

SWANSEAL No. 8640

Guaranteed 5 years
A full 3/4-inch inside
diameter 50-Ft. coil
to retail at

\$5.95



And it's Much More Profitable!



SWAN NYL-CORD No. 8530

Guaranteed 8 years
A full 1/2-inch inside
diameter 50-Ft. coil
to retail at

\$5.95

SWAN PRESSURE-MESH No. 8860

Guaranteed 10 years
A full 1/2-inch inside
diameter 50-Ft. coil
to retail at

\$7.45



SWAN NYL-CORD No. 8590

Guaranteed 8 years
A full 3/4-inch inside
diameter 50-Ft. coil
to retail at

\$7.95

SWAN PRESSURE-MESH No. 8960

Guaranteed 10 years
A full 3/4-inch inside
diameter 50-Ft. coil
to retail at

\$9.45



SWAN NYL-CORD No. 8600

Guaranteed 8 years
A full 3/4 inch inside
diameter 50-Ft. coil
to retail at

\$11.95



**Swan No. 4
MULTI-TUBE SPRINKLER**
to retail at
for 35-Ft. length **\$3.39**

**Swan No. 20
SPRINKLER-SOAKER**
to retail at
for 50-Ft. length **\$4.98**



Swan

Reinforced Rubber Hose



SWAN SINGLE BRAID BLACK No. 165

Guaranteed 1 year
A full 1/2-inch inside
diameter 50-Ft. coil
to retail at

\$6⁹⁵

SWAN SINGLE BRAID GREEN No. 8100

Guaranteed 5 years
A full 1/2-inch inside
diameter 50-Ft. coil
to retail at

\$8⁹⁵



SWAN SINGLE BRAID BLACK No. 8050

Guaranteed 1 year
A full 3/16-inch inside
diameter 50-Ft. coil
to retail at

\$7⁶⁵

SWAN SINGLE BRAID RED No. 8101

Guaranteed 10 years
A full 1/2-inch inside
diameter 50-Ft. coil
to retail at

\$9⁹⁵



SWAN SINGLE BRAID GREEN No. 8000

Guaranteed 5 years
A full 1/2 inch inside
diameter 50-Ft. coil
to retail at

\$7⁹⁵

SWAN DOUBLE BRAID GREEN No. 8190

Guaranteed 10 years
A full 3/8-inch inside
diameter 50-Ft. coil
to retail at

\$13⁹⁵



SWAN RUBBER COMPANY • BUCYRUS, OHIO, U. S. A.

World's Largest Manufacturer of Garden Hose



CRESCENT AND CRESTOLOY outsell all other **ADJUSTABLE WRENCHES**

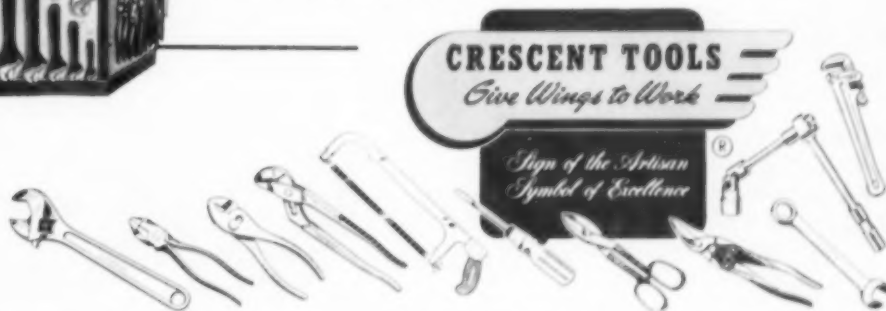
CRESTOLOY Wrenches are forged from a special alloy steel permitting thinner, trimmer design with greater strength and less weight than conventional types. They are available in Single End patterns, 4" to 24" size. Double-end in four models combining 4-6; 6-8; 8-10; 10-12 inch sizes. The 15", 18" and 24" sizes, available in Single End pattern only, are distinguished by their tapered handles. There is no stronger or finer Adjustable Wrench than CRESTOLOY.

CRESCENT Wrenches are forged from selected carbon steel and specially heat-treated to increase their toughness and durability. Due to their lesser cost and relatively great strength, they are widely used in industrial and service operations where thinness is not essential. Available in Single End Patterns, 4" to 18".

Both CRESCENT and CRESTOLOY Wrenches represent the best in design and workmanship, and carry the same guarantee.



HARDWARE DEALERS everywhere are increasing their tool sales with Crescent Display panels. Designed for wall, counter, table or window display, they can be used with various mounting fixtures. Ask your jobber for details.



Crescent is our trade mark, registered in the United States and abroad, for wrenches and other tools. Sold by leading distributors and retailers everywhere and made only by
CRESCENT TOOL COMPANY, JAMESTOWN, NEW YORK

HOW SOUTHERN SCREWS BUILD BUSINESS FOR YOU

PACKAGED FOR PROFIT

Strong, colorful, soil- and moisture-resistant cartons with "EZ to C" ® labels make their own display on your shelves. Keyed by color, silhouette and border for instant and accurate identification.

PRE-SOLD TO YOUR CUSTOMERS

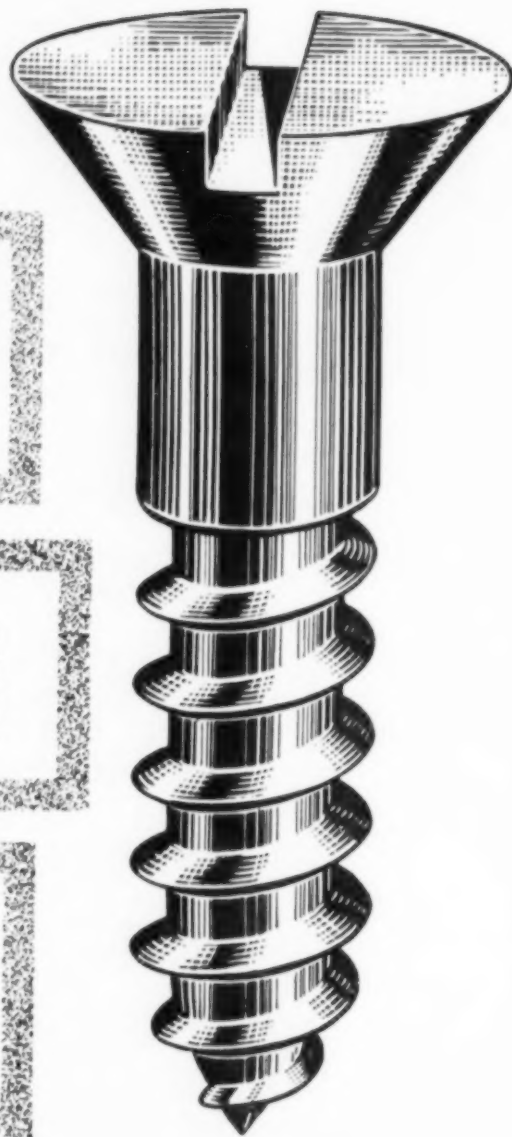
Strong 12-times-a-year advertising in POPULAR SCIENCE, POPULAR MECHANICS, and ads in leading "do-it-yourself" manuals have customers looking for U. S. A.-made, top-quality bolts and screws by Southern.

A NEW SELLING AID

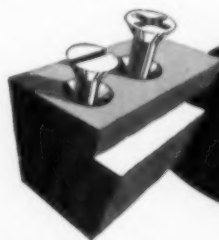
Useful consumer Technical Folder No. 4 in every master carton of Southern Wood Screws and Sheet Metal Screws gives complete instructions for measuring length and diameter, choosing head styles, making pilot holes and selecting drill bit sizes. Send, on company letter-head, for your FREE supply, now! Address Box 1360-SH, Statesville, N. C.

SIMPLE TO ORDER

Southern's Package Stock Guide makes special ordering easy and simple. See at a glance the sizes, head styles and plated finishes immediately available from stock. Write for your copy now.



Wood Screws • Machine Screws & Nuts •
A,B,C&F Tapping Screws • Wood & Type U
Drive Screws • Dowel Screws • Stove
Bolts • Roll Thread Carriage Bolts •
Hanger Bolts



Southern
SCREW COMPANY
STATESVILLE • NORTH CAROLINA

Warehouses: NEW YORK • CHICAGO • DALLAS • LOS ANGELES

Sold Through Leading Wholesale Distributors

BUSINESS TRENDS

- ▶ **The Outlook**—The summer, rounded out by the month of August, brings little evidence of decisive change in the business situation. There's yet a somewhat mixed showing, with the over-all trend apparently still sideways at a high level. Despite absence of any conclusive clue to the fall business trend -- possibly, because of it -- confidence in a vigorous upturn has become more restrained. This shift of sentiment has been accompanied by weakness of the stock exchanges, casting even further suspicion on the business outlook.
- ▶ **Fair-Trade Dirge**—Number Ten state to heave fair trade out the window is South Carolina, recently ruling that manufacturers may not set retailers' prices. As a result of legal warfare between fair-trading General Electric Co. and a Columbia, S. C., discount house, the state supreme court mutilated the fair-trade law by striking down the "non-signer clause," which stipulates that stores must abide by fixed-price agreements, even if they don't sign such pacts.
- ▶ **Retail Sales**—Mild optimism rather than enthusiasm over prospects for the fall and Christmas season seems to be what non-automotive retailers are showing at the moment. Retailers, generally, except for auto dealers, have been holding inventories down so that their stocks are lower, not only in relation to sales, but also in over-all volume than they were a year ago. Appraisal of consumer demand by retailers and distributors will largely govern private business ordering this fall.
- ▶ **"Silent" Hardware Salesmen**—New life and profits to hardware stores are said to be on the way in the form of coin-operated dispensing machines. When the proper coins have been plugged in, the vending contrivances (on the outside of the store) will give forth with such things as nails, screws, ad infinitum, to the harrassed home-owner needing such things after store closing hours or on holidays.
- ▶ **Factory Orders**—The Department of Commerce reports that manufacturers, by drawing down order backlogs and building inventories, have, since the beginning of the year, kept output higher than incoming business warranted. In the second quarter, factories shipped out \$3-billion more goods than were ordered in that period and produced perhaps a half-billion dollar's worth more than they shipped. A trend to be stopped, economists say.
- ▶ **Construction**—For the first seven months of '57, construction activity was at an all-time high of 25.9 billion, 2% above the same period in '56. Private construction, however, fell about 2% below a year ago due mainly to slowness in residential and industrial buildings. Other private construction rose slightly as a result of increases in public utilities and other non-residential buildings. Housing starts are under the '56 level, to date.

INDUSTRY NEWS

True Temper Revamps All Sales Departments

TO INCREASE service to customers as well as to enlarge its scope in market research and development, True Temper Corp., Cleveland,



R. R. Raymond

Robert R. Raymond, vice-president and general sales manager, has been assigned new and broader executive duties relating to all divisions of the company, while Harold A. Stevens, sales manager of the hardware division, will direct all regional sales managers.

Raymond T. Gutz, merchandising manager since 1949, is the newly-elected vice-president in charge of merchandising for all company divisions.

Christian A. Lange has been assigned to special merchandising projects, and Sheldon R. Harper has been named advertising manager.



Eli E. Magee

Eli E. Magee Becomes Schoellkopf Buyer

ELI E. MAGEE of Dallas, Texas, has been appointed hardware and agricultural merchandise buyer for The Schoellkopf Co., Dallas, Company President George H.

Norsworthy recently announced.

This marks Magee's second association with Schoellkopf during his 30 years' hardware experience. He joined the firm in 1944 and was hardware division buyer at the time he went with the S. L. Allen Co. of Philadelphia in 1954.



H. A. Stevens

B. J. Emahiser

Ohio, announces expansion of its sales and merchandising departments.

Heading up one of three new sales territories is Bill J. Emahiser, who, from a Richmond, Va., headquarters, will cover Virginia, North Carolina, and southern West Virginia for the corporation. Emahiser was formerly with the Chattanooga National Bank & Trust Co. of Jamestown, N. Y.

Wood Shovel & Tool Holds Sales Meeting



The Wood Shovel and Tool Co. held its annual sales meeting recently in Piqua, Ohio. Executives and representatives attending the meeting were, from left to right, front row: T. A. Jacob, San Francisco; J. H. Cochran, Atlanta; W. D. Peabody, assistant manager of sales; E. D. Marvin, vice-president; W. B. Wood, president; B. B. Wood, executive vice-president; R. E. Navy, vice-president plant operations; V. G. Scott, vice-president in charge of sales; A. C. Brauer; D. B. Cochran, Spokane. Second row: W. H. Waldman, Kansas City, Mo.; H. L. Gilliam, New York City; E. J. Prior, Fairfield, Conn.; David Peck, manager of purchases. Third row: W. W. Bender, Philadelphia; R. E. Spahn, Chicago; J. M. Detweiler, Dallas; R. E. Fultz, Charlotte. Top row: H. R. Eshelman, vice-president, Geyer Manufacturing Division, Rock Falls, Ill.

Bronson

gives you the counter punch
it takes to increase reel sales...



There's an extra 10% profit for you on every reel you sell from this eye-catching Bronson model—display. Display Pack No. 26 includes the Bronson Spinning (700), the Mate (500), and the Fast (325) and the total cost to you—including the display—is only \$36.32. With a retail value of \$49.85, that makes your profit \$22.53. Sell them right out of the display and replace from stock—it's the smart way to merchandise in today's market.

... at an extra 10% discount!



Take a tip from the super-market boys—put your stock where prospects can inspect it... try it... and *buy it*. Bronson helps you to do just that and gives you a bonus 10% profit to boot. Display Pack No. 27 comes complete with six reels (the Leeward 1700, the Mercury 2500, Green Channel 2200, Feathering 2400, Valavan 1100 and Storm 4200) for sale that you would normally pay for the reels alone. Your cost is \$22.87... your profit is \$18.28. Order yours today and start netting extra profit!

Bronson Reel Company • Bronson, Michigan
Division of High Manufacturing Company

**IS THIS
YOU?**

**are you
getting what
you're paying
for?**

**only
with *Samson*
do you get all
this**

- ◆ **THE MOST DURABLE CORD IN EACH PRICE RANGE THANKS TO:**
 - Balanced Construction
 - High quality uniform yarns
 - Over 70 years of "know-how"
- ◆ **MODERN PACKAGING — ADDS THAT "QUALITY LOOK" TO YOUR COUNTERS. CREATES IMPULSE SALES!**
- ◆ **THE GOOD HOUSEKEEPING SEAL OF APPROVAL!**
- ◆ **COLORFUL, FAR-REACHING CONSUMER ADVERTISING!**
- ◆ **POINT-OF-PURCHASE MERCHANDISING!**

Yes: It will pay you to specify

Samson
Sash Cords and Clothes Lines.



Here's proof!

Samson's line includes all types of braided and plastic cords. Here are a few:



AETNA
Braided cotton sash cord.



SACHEM
Braided cotton sash cord.



WHALE
Braided cotton clothes line.



CROCUS
Braided cotton clothes line.



BEAVER
Braided cotton clothes line.



TITE-ROPE
Plastic clothes line.



HORIZON
Plastic clothes line.



NYLON
Braided cord.

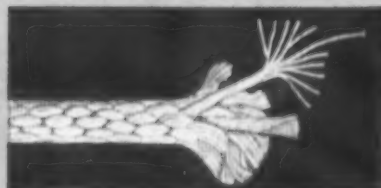


**why it
pays you to specify
*Samson***

**MODERN,
EYE-CATCHING
PACKAGING!**

SAMSON'S packaging gives maximum product display! Cords stay clean, on the counter — Results: — more impulse sales!

GUARANTEED
*Balanced
Construction*



Each strand in a piece of cord contains the same number of threads of the same size, high quality yarns. This is why all Samson cords are uniform and more durable.

**POINT-
-OF-PURCHASE
MERCHANDISING!**

America's Best — SPOT CORD® is "bagged and tagged" Tag tells how to replace sash cord and why Spot Cord is your customers' best buy.



**FAR REACHING
CONSUMER ADVERTISING!**

Colorful, full page advertising in GOOD HOUSEKEEPING helps you sell its more than 11,000,000 readers.

**GOOD
HOUSEKEEPING
SEAL OF APPROVAL!**

Every cord made by SAMSON is tested and approved by GOOD HOUSEKEEPING and carries the Seal of Approval your customers know and believe in.

**NEW
PRODUCT DEVELOPMENT!**

To reach ever-changing markets, SAMSON leads with new products. New TILLER ROPE — new WATER SKI ROPE — each a possible source of new sales for you.



So insure your profits by getting what you're paying for. Specify Samson Products on your want book.

Samson
CORDAGE WORKS

Boston 10, Mass.

Manufacturers and Wholesalers to Meet in Atlantic City, October 20-23

MANUFACTURERS and wholesalers will gather in Atlantic City, October 20-23 for the annual joint convention of the American Hardware Manufacturers Association and the National Wholesale Hardware Association. As in the past the Marlborough-Blenheim Hotel will be convention headquarters.

Registration will open Sunday noon, October 19, with the convention extending through Wednesday noon, October 23. Once again the conference booth plan will be operated using the facilities of the convention hall.

The convention program gets under way Sunday evening, October 20, with the traditional Presidents' Reception. This will be held from 5 to 7 p.m. in the Marlborough-Blenheim. The ladies' luncheon will be held on Monday at 12:20 p.m. in Trimble Hall of the Claridge Hotel.

At the joint session on Monday evening Warren Whitney, of James B. Clow & Sons, Birmingham, Ala., will be the principal speaker.

The entertainment program calls for dancing Monday and Tuesday evenings, with a floor show preceding the dancing on Tuesday evening.

American Tackle Sets Up Distribution Policies

NEW DISTRIBUTION and merchandising policies of American Tackle and Equipment Co. were announced recently by Robert Jerrett, Jr., vice-president and general manager of the fishing tackle concern.

"American Tackle and Equipment Co. sets forth its policy governing the distribution of its three brands of fishing tackle—True Temper, Montague, and Ocean City—in the belief that basic policies should be clearly stated to lay the proper foundation for a business relationship founded on trust and reliance."

Following are the company policies, as stated by Vice-President

Jerrett: "We intend to distribute our merchandise only through qualified wholesale channels in all cases where they can and will redistribute to desirable retail outlets.

"We will attempt to select our distributors on the basis of their demonstrated ability to perform a complete and satisfactory distribution operation.

"We intend to select only enough qualified distributors to give us the retail coverage we desire, and only in such numbers as will provide an attractive profit potential for each.

"We intend to offer merchandise to our selected distributors at the established wholesaler discount and on identical terms, with no special concessions or deals."

Estwing Company Names Kerr General Manager

ERNEST ESTWING, president of Estwing Manufacturing Co., Rockford, Ill., announces the appointment of William Kerr to the position of general manager of the firm.



William Kerr

Kerr was formerly works manager of the Chicago Lock Co. and prior to that was superintendent of the Powers Regulator Co. In his new capacity, Kerr will devote his

time chiefly to supervising production of the Estwing line of unbreakable hammers and hatchets.

Stockholders in the company and the following officers remain the same: Ernest Estwing, president; Norman Estwing, vice-president and treasurer; Martin Tuckett continues as a director and secretary.

Johnston Lawn Mower Appoints Sales Head

E. M. ANDERSEN recently was appointed general sales manager of the Johnston Lawn Mower Corp., Brookhaven, Miss., according to an announcement by L. E. Oberdick, Johnston vice-president.

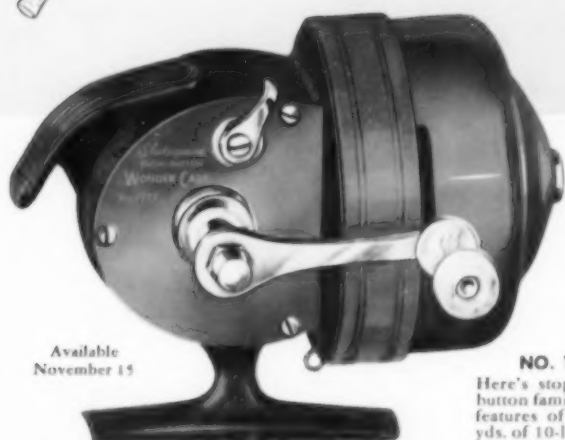


E. M. Andersen

Andersen attended the University of Wisconsin and has 20 years of retail and wholesale lawn mower sales experience. For the past three years he has been assistant sales manager at Johnston.

Worthington Represents Philadelphia Screen

PHILADELPHIA SCREEN Mfg. Co., Philadelphia, Pa., has announced the appointment of H. M. Worthington of Garrison, Md., as its manufacturers' representative in Delaware, Maryland, Virginia, West Virginia, and the District of Columbia. Worthington will handle both the Continental screen products and the Hevitred step ladder line.



Available
November 15

New! STOPPING POWER FOR CUSTOMERS—AND FIGHTIN' FISH

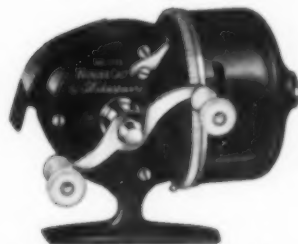
This year—with a complete new line of push-button reels—Shakespeare "push-button magic" can mean more sales volume for you than ever before! Every reel has the outstanding engineering features that made last year's No. 1775 WonderCast the "hottest" selling reel in America . . . and for '58, here's the powerful new No. 1777 with 10-lb. line . . . designed to fill the demand for a heavy-duty push-button reel.

NO. 1777 LOADED WITH 10-LB. TEST MONOFILAMENT

Here's stopping power fishermen want, the "workhorse" of the push-button family in beautiful new golden bronze finish. All the fine engineering features of the WonderCast, plus carboloy pick-up pin with 100 yds. of 10-lb. line. **\$23⁹⁵**

Also available: No. 5055-12. Extra spool with 75 yds. 12-lb. test line \$3.50

FOUR PUSH-BUTTON WONDERCAST REELS—STOCK 'EM ALL!



SALES POWER!

No. 1775 WonderCast. Set new sales records in '57 . . . destined for even greater sales success in '58. No. 1775 with 6 lb. monofilament installed (approx. 100 yds.).....**\$19.95**



PROFIT POWER!

No. 1776 Deluxe WonderCast. For the fisherman who appreciates and wants the very best. In beautiful new golden bronze finish with carboloy pick-up pin. No. 1776 with 6 lb. line installed (approx. 100 yds.).....**\$22.50**



TRAFFIC POWER!

No. 1774 WonderCast. Exclusive Shakespeare "push-button" engineering features at a bargain price! Ideal for traffic building combination sales. No. 1774 with 6 lb. line installed (approx. 100 yds.).....**\$16.50**



DEMONSTRATION POWER

Tie in and cash in on Shakespeare's sales building push-button promotion with this display—last year one of the biggest sales-makers in the business. It's free! For details see page 25 of 1958 Illustrated Price List.

THERE'S MAGIC
IN THE NAME *Shakespeare*

SHAKESPEARE COMPANY

Dept. SH-10, Kalamazoo, Michigan

Please send me a copy of the Shakespeare 1958 Illustrated Price List.

Name

Address

City State

AMES OFFERS a "PROVEN" PROFIT-MAKER

This Ames profit-maker greatly increased sales (and profit) for thousands and thousands of dealers last season. Unsolicited testimonials have poured in from dealers praising the sales-power and utility of this self-service unit.

BIG ENOUGH—Customers can't overlook this eye-catching display of garden tools they need and should buy. Plenty large enough to spare you the chore of restocking during busy store hours.

SMALL ENOUGH—Requires only 7 square feet of valuable display space.

STRONG ENOUGH—Unit is strong enough to hold five dozen tools, plus a two-hundred pound man, and roll easily on jumbo 3" casters.

Here's Your Profit Picture

60 Full Size Tools—Retail Value \$184.32
AMES Tool Merchandiser 40.00

YOU GET . . . \$224.32

Usual Cost of Tools \$122.88
Special Price on Merchandiser 26.00
Limited Time 10% Discount 14.89

(Catalog #A560) **YOU PAY . . . \$133.99**

9 Bow Rakes (A14RB)	3 Spading Forks (ATLDA)	6 Garden Hoes (AG6¼)	3 Garden Spades (AGSD)
3 Floral Hoes (AFH3)	3 Floral Spades (AFGS)	3 Floral Shovels (AF53½)	3 All Purpose Hoes (ASTO)
3 Floral Spades (AFGSD)	3 Dandelion Weeders (ADW)	3 Turf Edgers (AFTSHD)	3 Speedy Cultivators (A35C)
6 Bulb Planters (BPD)	3 Floral Rakes (ATRB)	3 Garden Rakes (A14C)	3 Warren Hoes (AW7)

BIG ENOUGH!



Holds ample supply

SMALL ENOUGH!



Occupies only 7 square feet

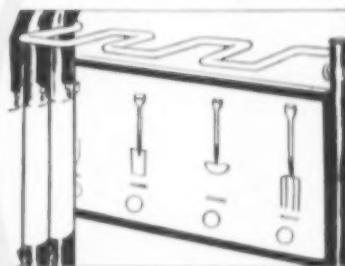
STRONG ENOUGH!



Rugged yet rolls easily



**SELF
SERVICE
PANEL**



- IDENTIFIES EACH TOOL CLEARLY
- SHOWS STOCK NUMBERS
- GENEROUS AREA FOR PRICING
- SAVES TIME WHEN RE-STOCKING

O. AMES CO.
PARKERSBURG, WEST VIRGINIA



Ames also manufactures the famous line of Ames Maid metal household furniture and the new line of Ames-Aire casual furniture.



Participating in the sales training program conducted by management of Summers Hardware & Supply Co. were Dick Stoughton, Barney Anderson, Henry Joy, Lee Ray Robertson, William Haney, Roy Feathers, Roy Lee Metcalf, Glenn Torbett, William Smith, Carl Johnson, Cecil Tipton, John Hashe, Jack Jones, Ellis Monroe, Bob Griffith, Worley Weems, W. H. Smith, Bill Marshall, and Harry Sullins

Summers Hardware Stages Sales Training Program

AN ON-THE-JOB sales training program was completed recently by the management of Summers Hardware and Supply Co., wholesalers in Johnson City, Tenn., during which 19 warehouse and office employees were given the opportunity to learn more about the operation of the wholesale hardware business and the various phases of selling, merchandising, and warehouse management.

The training program was set up by Lee Ray Robertson and Sales Manager Roy Feathers to be held one night each week for two hours, extending over a period of eight weeks.

The first discussion covered various phases of the business such as the history of the company, its credits, and traffic problems. Presenting these topics were F. L. Wallace, Jr., who discussed "The History of the Company;" Joe Garner, "Credits;" and Gene Arrowood, "Traffic."

Individual talks

After the discussion was over, and before the class was dismissed, specific instructions were given for each man to prepare a five-minute talk to be presented at the opening of the next meeting.

Following meetings were devoted mainly to discussions of various methods of sales.

Each employee had the opportunity to participate in the training program by giving his ideas and a sales talk on any given item.

A more advanced training program is to be held later on, according to Vice-President W. H. Smith.

South Bend Toy Elevates Three in Sales Positions

DAVID A. METCALF has been appointed to the office of vice-president in charge of sales and merchandising for the South Bend Toy Manufacturing Co., South Bend, Ind., according to an announcement by Robert W. Muessel, president. Metcalf has served as the firm's general sales manager for the past two years and was formerly the Detroit zone sales manager for the Studebaker-Packard Corp.

Muessel further announced the appointment of W. Paul Moffett to the office of sales manager and Vernon S. Sutton as assistant sales manager.

Moffett has served in various capacities for the toy company during his 17-year tenure, and was

assistant sales manager just prior to his promotion.

Sutton has been active in the firm's sales department for the past three years. His new responsibilities as assistant sales manager are in addition to his present duties as the company's advertising manager.

Blair Appoints Bolton to Handle Mower Line

THE BLAIR Manufacturing Co., Springfield, Mass., announces the appointment of Leslie L. Bolton, Granite Quarry, N. C., as its repre-



Leslie L. Bolton

sentative for power and hand mowers in the states of Virginia, North and South Carolina.

Bolton traveled as a manufacturers' salesman for a number of years, until forming his own sales agency last year covering the above mentioned states.

Independent Hardware Exhibit Begins Oct. 13

THE INDEPENDENT Hardware Exhibit will be held October 13-17 at the Hotel Empire, New York City. Show hours begin Sunday, October 13 at 2:00 p.m. and close that evening at 11:00 p.m. Show hours for the remaining days will be 10:00 a.m. to 10:00 p.m. except on Thursday when the exhibit will close at 3:00 p.m.



Metcalf



Moffett

EXCELLO

Model 700 R
21 in. Self
Propelled
Rotary

Model 721 R
21 in. Reel

More Product...
More Program...

More Profits in '58

44 Star
performance
on every kind
of lawn

Model 711 A 24 in.
Model 707 21 in.
Rotary Rider

AMERICA'S
FINEST QUALITY LINE

Excello

your best buy in POWER MOWERS!

Excello's dealers are geared for bigger profits than ever in '58, because they've got the line with *more* of everything! More **PRODUCT**... the hottest riders on the market, the rotaries with more features, the reels all America knows. More **PROGRAM**... national advertising, a special demonstrator model offer, every sales and merchandising aid to help turn prospects into profits!

See us at the Coliseum!
NATIONAL HARDWARE SHOW
BOOTHS 1091-2-3-4

FEATURES THAT EVERY CUSTOMER WANTS!

- Jet-Spray Chute for carpet-smooth cut
- Excellomatic Remote Handle Control
- Trims within 1/2 in., front and side
- Super-powered for tough jobs, 1.75 to 4 h.p. 4-cycle engines
- Easy re-wind starter, vacuum-lift blade
- Simple, easy cutting height adjustment
- Cutting widths from 18 in. to 24 in.
- Sturdy non-rust aluminum alloy Hi-Lift dome, unconditionally guaranteed

Special! Extra-Profit DEMONSTRATION MODEL Offer!
MAIL THIS COUPON TODAY FOR FULL INFORMATION



HEINEKE & CO., Springfield, Illinois

Yes, I want to make more profits in '58! Send complete information on your Special Demonstrator Model offer, and Excello sales and service dealerships.

NAME

FIRM NAME

ADDRESS

CITY

ZONE or ROUTE

STATE



Stanley Names Peterson to Top Post in Miami

WINSTON W. PETERSON has recently been elected vice-president and general manager of the Stanley Building Specialties Co., North Miami, Fla. He succeeds Edward L. Denison, who resigned.



Winston W. Peterson

Peterson comes to Stanley's Miami plant from the firm's tool plant in Philadelphia, where he has been vice-president and general manager since 1956.

A Washington, Conn., native, he joined Stanley Tools, New Britain, Conn., in 1941 following graduation from Pratt Institute engineering school. He served in the Army Air Corps during World War II, returning to the company in 1945. He became plant superintendent of Stanley-Yankee Tools, Inc. in 1953 and, during the period, was sent to the Stanley plant in Sheffield, England, to set up manufacturing processes of the Yankee spiral ratchet screw driver.

Fairbanks, Morse Sells Mower Business to Root

FAIRBANKS, MORSE & Co. has announced the sale of its power lawn mower business to the Root Manufacturing Co., 127 East 11th St., Baxter Springs, Kan.

The lawn mower sales of the Chicago manufacturer have amounted to \$4,000,000 a year. The Root company, of which George R. Root is president, also has a plant

at Monticello, Ark. Styles, designs and models, including the entire 1958 lines, are included in the sale.

Fairbanks-Morse is liquidating inventories on hand in its own warehouses. Adequate spare parts will still be available from Fairbanks-Morse and in the future from Root.

Fox Bros. Awards Contract for New Warehouse, Office

CELEBRATING its 75th anniversary, Fox Brothers Hardware Co., wholesalers in Pine Bluff, Ark., recently awarded a contract for the erection of a modern wholesale warehouse and office, with completion expected about December 1.

The new one-story warehouse will be located on a five-acre tract purchased some years ago for the purpose. It will be of tilt-up concrete, 240' x 250', containing 60,000 square feet of floor space. An additional 25,000 square feet will be enclosed by chain link fence for outside storage and a parking area for the firm's trucks and approximately 75 cars. Served by a Missouri Pacific railroad spur, the new quarters will be prepared to handle nine trucks simultaneously at its loading ramps.

Fox Brothers was founded in 1882 by Fred, Hugh, and Lee Fox, all now deceased. Present officers

are W. M. Ryland, president; J. R. Ryland, vice-president; J. C. Fox, vice-president and treasurer; and J. E. Green, secretary.

Branchell Appoints Lynch Florida Representative

THE BRANCHELL Co., St. Louis, announces appointment of Thomas Hg Lynch of St. Petersburg, Fla., as manufacturers' representative



Thomas Hg Lynch

for its line of melamine dinnerware. Lynch and his associates represent leading housewares lines in the state, with offices at 10111 Tarpon Drive, Paradise Island, St. Petersburg.

Southern Hardware Golf Association Meets in Southern Pines, Nov. 14-16

MEMBERS of the Southern Hardware Golf Association will gather at the Mid Pines Club, Southern Pines, N. C., November 14-16 for the organization's second annual meeting and tournament.

Medal play gets under way Thursday, November 14, with match play beginning on Friday. The tournament finals will be held on Saturday, November 16.

The first tournament of the newly-formed group, also held at the Mid Pines Club last year, attracted 80 wholesalers, manufacturers and manufacturers' agents.

Winner of the championship trophy for the first tournament was H. C. Smith.

During the year the association's membership has grown to about 155 members. At the moment the prescribed number of manufacturers' memberships is filled, but Hank Worthington, SHGA secretary, has announced that a few more wholesaler memberships are open.

Other officers of SHGA are: W. N. Dixon, Jr., president; Doug Franck, first vice-president; and C. E. Hamilton, second vice-president.



WARE...the new quality line that sells on sight!

J&L, a great name in galvanized ware, is easy to sell, lasts longer, priced right for faster turnover and higher profits. Stock the best... sell the best... the new J&L galvanized ware.

Order J&L ware today from your hardware jobber. For detailed information or help in obtaining the Jones & Laughlin galvanized ware line, write direct to the Container Division, 405 Lexington Ave., New York 17, N. Y.



Jones & Laughlin

STEEL... a great name in steel

Galvanized Ware Plants: Toledo, Ohio, and Atlanta, Georgia

New Sprinkling Can with 4-way rotating head

Ideal for a variety of garden uses, this sturdy new J&L sprinkling can features a solid brass four-way sprinkler head for controlled spraying.

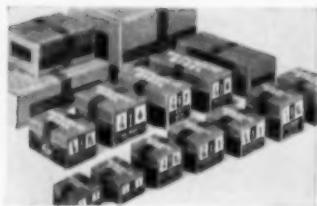
Hot dipped in pure molten zinc, this easy-to-sell sprinkler has tighter seams for long life. Your customers will appreciate the new sparkling appearance.

Cash In on Blue Chip Profits!

REPUBLIC BLUE



Other Republic Products for Southern



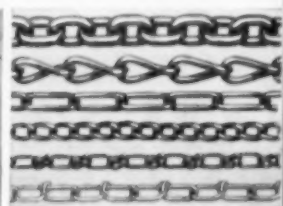
All types and sizes of high-quality nuts and bolts.



Galvanized barbed wire in five popular styles.



"Precision Wound" automatic baler wire to fit all popular balers.



Full line of welded and weldless chain.

REPUBLIC



Manufactured in the South for

SOUTHERN STEEL PLANT—GADSDEN, ALABAMA

Stock and Sell NEW...

RIDGE STEEL ROOFING

BLUE RIDGE channel-steel roofing is a brand new Republic product made in the South that will sweep the South. It has all the features of other metal roofing and siding sheets with plus advantages that will soon make it the number-one choice of Southern farmers, for low-cost steel roofing...

BLUE RIDGE is a channel-type roofing sheet that can be applied with other standard V-crimp or channel-type roofing.

Because of its design, it can be nailed in all five V's without damage to the channel-type drain, thus giving extra holding-power for severe winds.

It's heavy gage steel, galvanized for long-time rust-proof protection.

Because of the strength and rigidity of steel, BLUE RIDGE can be nailed tight to wide-spaced purlins with no extra expense of solid decking.

It's leak-proof at both sides and end laps because of perfected design features.

It's fire-proof, vermin-proof and rot-proof.

CONTACT YOUR LOCAL DISTRIBUTOR

Farms and Homes



A complete range of wire nails.



Flexible plastic pipe for well, stock watering, and irrigation.



Woven wire fence in all widely used styles and sizes.

STEEL

Southern Farms

GENERAL OFFICES—CLEVELAND, OHIO

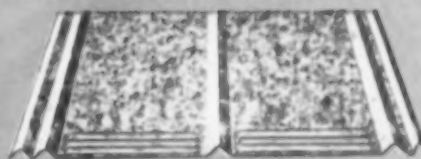
Check these features that will make BLUE RIDGE your best seller



Five nails for extra holding-power in heavy winds.



Channel-type design matches any standard V-crimp or channel-type roofing.



Three non-siphoning rib stiffeners.

Write for free advertising and merchandising kit that will help you sell.

Then contact your distributor for prompt delivery of Republic BLUE RIDGE Steel Roofing. Mailing pieces, display material, how-to-apply folder, radio spot-announcements, are all available to you at no cost.



REPUBLIC STEEL CORPORATION

DEPT. C-4237-A

3224 EAST 45TH STREET • CLEVELAND 27, OHIO

Please send me Dealer Promotion Kit, including information on other Republic farm products.

Name _____

Address _____

City _____ Zone _____ State _____



90° Elbow
 45° Elbow
 90° Street Elbow
 45° Street Elbow
 Side Outlet Elbow
 Drop Elbow
 Tee
 Street Tee
 Wash Tray Tee
 Side Outlet Tee
 Extension Piece
 Coupling
 Reducer
 Floor Flange
 Caps
 Waste Nut
 Lock Nut
 45° Y-Branch
 Cross
 Return Bend
 Bushing
 Face Bushing
 Plug
 Boiler Union Elbows
 Boiler Couplings
 Unions
 Reducing Nipple
 Nipple
 Hydrant Clamp

Increase your plumbing department sales
 with **U-BRAND** pipe fittings

Most Complete Line and Special Hardware Packaging for Bigger Profits

Completeness of Line: You save time in filling customer orders . . . give them exactly what they want by stocking the complete U-Brand line of quality pipe fittings available in all standard shapes and sizes. You can be sure of customer satisfaction for every U-Brand fitting is individually inspected. This extra care helps build your reputation as well as your profits.

Special Packaging: Order your U-Brand fittings in Handi-Paks, the first and only pipe fitting package designed specifically for hardware sales. With this convenient package you order in easy-to-handle, full-box quantities . . . save as much as 35% of your stock space. Instant fitting identification reduces sales time. Handi-Paks make attractive displays . . . put sales appeal into pipe fittings for increased sales.

A single source for all your pipe fitting needs

Galvanized and Black U-Cote Malleable Iron Pipe Fittings—Unions—Plugs and Bushings—Cast Iron Drainage and Screwed Fittings—Steel Nipples and Couplings—Insert Fittings for Plastic Pipe.



Make
 more
 money...

Stock and sell the complete U-Brand line of pipe fittings in Handi-Paks. Order from your wholesaler today!



The
Union Malleable
Manufacturing Company
 Ashland, Ohio

FROM THE BLADES UP - THE FINEST OF PRECISION

GRASS CUTTING MACHINES!

The ALL NEW 1958

PENNSYLVANIA LAWN MOWERS

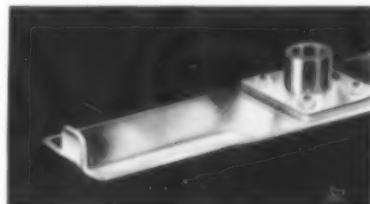
ORDER EARLY! Incentive prices on Dealer purchases will apply prior to January 1, 1958.

1958
PENNSYLVANIA
ROTARY
POWER MOWERS

PENNSYLVANIA ROTARY MOWER BLADE

Made from tough, rugged carbon alloy steel. Aerodynamically shaped to create maximum suction — lifts grass straight up for a quick, clean cut. Blade is sharpened from the tip to the shaft and the edge is flame hardened to stay keen season after season. Unique cleanout angles at tips of blades prevent build up of grass inside housing.

Pennsylvania Outmows and Outlasts Them All!



New!

CROYDON

21" Self-Propelled Rotary
Model 68221A

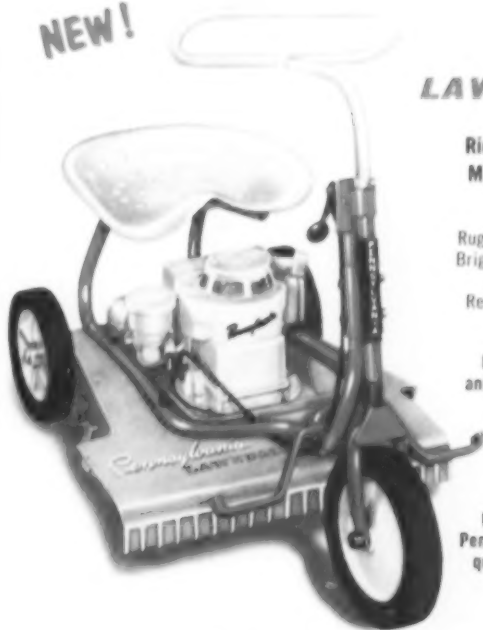
New design, new color scheme, new features! Has rugged 2.75 H.P. Briggs & Stratton engine with rewind starter. Strong cast-aluminum housing, semi-pneumatic tires. Unique wheel height adjustment and free leaf mulcher!



21" BROOKLINE
Model 67221
and
18" AVALON
Model 66218B

New designs, colors and features. Briggs & Stratton engines with rewind starters — 2.25 H.P. on 21" and 1.75 H.P. on 18". Semi-pneumatic tires, cast aluminum housings, unique wheel height adjustments and free leaf mulcher with each mower!

NEW!



LAWNDALE

21"
Riding Rotary
Model 69221

Rugged 2.75 H.P.
Briggs & Stratton
Engine
Rewind Starter

Functional
and Attractive!

Built with famed
Pennsylvania precision
quality throughout!

A self-propelled rotary lawn mower equipped with a riding sulky for added convenience.

All Pennsylvania Power Mowers Are Available With Electric Starters At Extra Cost.

THESE EXTRA
FEATURES
ARE STANDARD
ON ALL
PENNSYLVANIA
ROTARY MOWERS



Precision vacuum
lift blade with
non-clog clean out
angle tips!



Unique & simple
height of cut ad-
justment!



Free Leaf Mulcher
packed with each
Rotary Mower!

As
Advertised
In —

LIFE

POST

and Leading Newspapers from
Coast to Coast!

POWERFUL BIG SPACE ADS

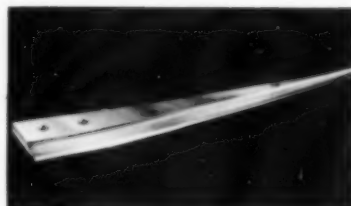
To Get The Message To Your Customers!

From the blades up... the finest of precision grass cutting machines!

**1958
PENNSYLVANIA
POWER REEL
MOWERS**

PENNSYLVANIA REEL MOWER BLADES

Forged from carbon steel with almost twice the carbon content of ordinary reel blades. Precision shaped to exact curvature and carefully tempered. A two-stage, precision hollow-grinding process gives them a "barber-scissor" efficiency. Blades are mounted on special spring-loaded cylinders that keep them in accurate alignment to give true precision cutting.



PENNSYLVANIA — MOST RESPECTED NAME IN MOWERS — SINCE 1877!

REELRIDER

21"

**Riding Mower
Model 42221D**

2.25 H.P.
Briggs & Stratton
Engine
Rewind Starter



Built with famed Pennsylvania precision quality throughout! Sits comfortably, steers easily and cuts beautifully. Has Pennsylvania's self-whetting mowing unit that stays keen for seasons on end and 3" wide semi-pneumatic tires that literally "float" it over hard or soft or rough or smooth terrain. Recommended for the small lawn that seems large or the large lawn that is large!

DELUXE

21" Power Mowers

Model 40221B (5 blade)

Model 407221B (7 blade, low cut)

Featuring Pennsylvania's precision self-whetting mowing unit, grass stripper to keep sprocket and chain from fouling with grass, and a dependable 1.75 H.P. Briggs & Stratton engine with rewind starter.

Low cut model recommended for smooth finish cutting of creeping bent and other fine grasses.



18" EXETER Power Mowers are also available.

Model 22218B

Model 22218B-LC (low cut)

Equipped with 1.75 H.P. Briggs & Stratton engines and rewind starters, the EXETER mowers also are built with the famed Pennsylvania precision quality throughout.

All Pennsylvania Power Mowers Are Available With Electric Starters At Extra Cost.

**1958
PENNSYLVANIA
HAND
MOWERS**



GREAT AMERICAN

First choice of America's professional Gardeners. In 15", 17" or 19" sizes.



PENNA-LAWN

Top value—medium price. For the medium size suburban lawns of today. 5 and 7 blade models.



**Pennsylvania
SPECIAL**

Economical for the small lawns and occasional light mowing.



**Pennsylvania
TRIMMER & EDGER**

Ideal labor-savers for trimming and edging paths, gardens and flower beds.

Specifications on all models subject to change without notice.



PENNSYLVANIA LAWN MOWER DIVISION

American Chain & Cable Company, Inc.

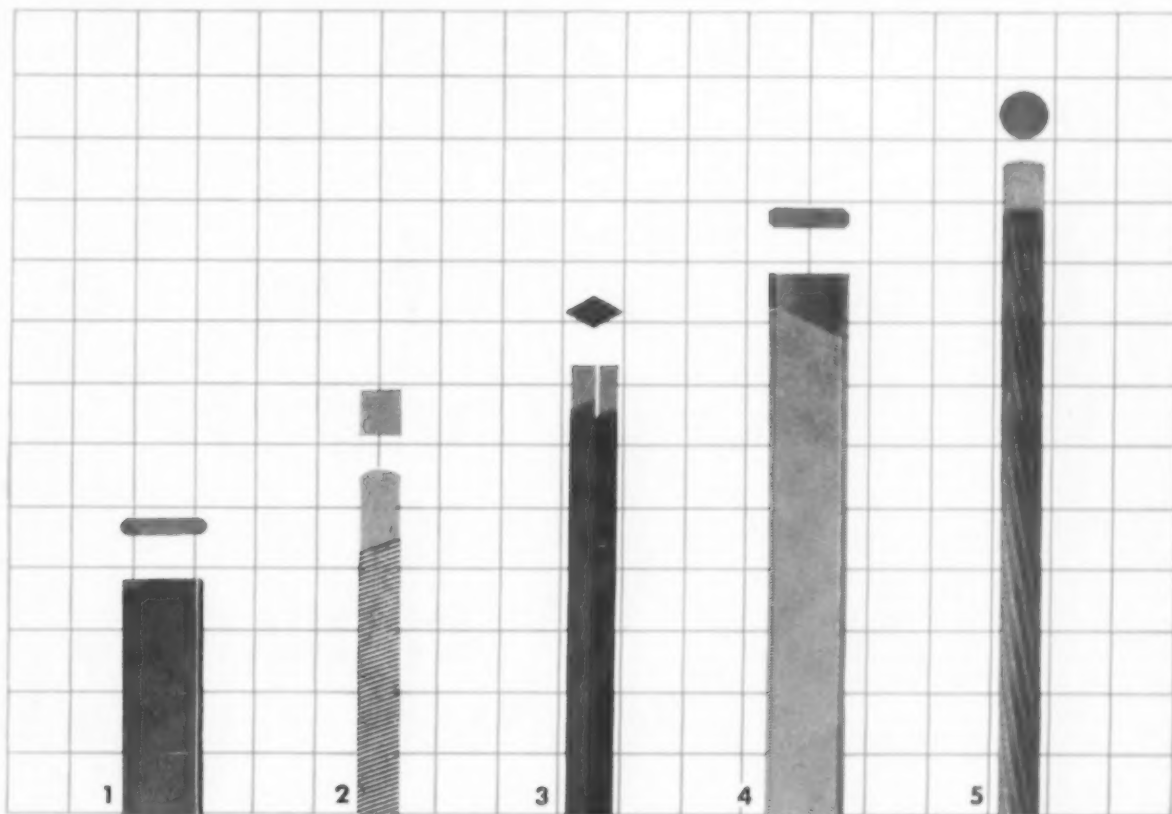
Stevens Lane, Exeter, Pennsylvania • Bridgeport, Conn.

Export Dept.: 230 Park Avenue, New York City, N. Y., U.S.A., Cable Address "AMCHAIN" N. Y.



Great files for a growing market!

BLACK DIAMOND CHAIN SAW FILES



Just as he discovered other power tools, the home handyman has found the chain saw with the result that increasing numbers of hardware dealers report growing volume in chain saws.

And every chain saw owner represents a steady source of repeat sales of Black Diamond Chain Saw files. There's a Black Diamond made for every type of chain saw. Leading chain saw makers recommend them.

Stock them. Feature them. Sell them.

There's money in this trend for you!

There's a Black Diamond file here for every chain saw file prospect

1. Flat—For plain cutter-and-raker saw teeth. With two rounded edges. In 7" and 8" lengths. Flat side can be used for lowering depth gauges.

2. Square—Permits simultaneous sharpening of two cutting surfaces.

3. Lozenge—Preferred by some for hooded teeth.

4. S65-D—Has four bevels. The 887 has two bevels. Both are for Oregon chain saw teeth.

5. Round Smooth Double Cut—Smoothest, fastest cutting. Most widely used chain saw file. In six diameters.

Be sure to have adequate stocks on hand for current needs. Order through your wholesaler.

NICHOLSON FILE COMPANY, 15 ACORN STREET, PROVIDENCE 1, R. I.

(In Canada: Nicholson File Company of Canada Ltd., Port Hope, Ontario)



BLACK DIAMOND FILES

A FILE FOR EVERY PURPOSE

FIRST AGAIN



New
TEAR TAPE
FOR EASY
OPENING!

**ZIP . . . AND THE
TOP COMES OFF!**



First to introduce the handy Nail Caddy, Atlantic Steel Company is first again with another great advance in nail packaging.

The Nail Caddy now comes with a built-in tear tape that makes it easy to open.

Nothing else has been changed. It's the same sturdy, reinforced fiberboard container, easier to handle, store, display, and use.

Order DIXISTEEL Nails in the new Nail Caddy with the convenient tear tape.

ATLANTIC STEEL COMPANY

P.O. BOX 1714 • ATLANTA 1, GEORGIA • TRINITY 5-3441



W. J. Dean finds it easy to "sell up" his customer as he is able to offer her a wide variety in quality cabinet hardware

Builders Hardware--

By S. W. Ellis

a major profit line

WHO BUYS a brass entrance lock selling for \$63? Almost any prospect who receives the right kind of demonstration on quality locks, insists W. J. Dean, of Fox Bros. Hardware, Pine Bluff, Arkansas.

Entrance locks have become a specialty in this builders hardware department, a profitable specialty that attracts people who are remodeling as well as building new homes. When the store was remodeled, a prominent part of the front display space was devoted to

An important part of the department is the counter lined with catalogs. The lady here is remodeling; Dean helps her select items to match existing hardware





Dean, builders hardware buyer, arranges traffic-building display at front

builders hardware. Builders Hardware Buyer Dean and Salesman W. C. Hogue were put in charge of the department and given the responsibility of using their training and experience in the line to promote it profitably.

"Training is particularly valuable in selling quality locks," Dean said. "Most builders hardware manufacturers offer a six-weeks' training course in the line, which is extremely helpful to a beginner specialty salesman. Here in our store we've learned the value of training and experience in the line. Anyone on the floor can sell a little builders hardware, but we do our growing volume by selling the customer up, especially on fine entrance locks. That's why Hogue and I concentrate on the department."

These two specialized salesmen even do some outside selling on builders hardware. They try to contact architects or builders of homes costing \$25,000 or more. The builders hardware in a home like this is a sizable item, worthy of the dealer's extra sales efforts.

Many direct contacts are made also with people building less expensive homes. When the salesman does not call personally, descriptive literature is sent to people taking out building permits. Dean revealed that most builders have ceiling allowances on locks and hinges, and that the common trend is to pinch on these items.

"That's where a little good salesmanship on the part of the dealer pays off," Dean said. "When we can get to a prospective builder in time with a personal call or some direct mail literature, we usually can convince him of the importance of a quality entrance lock, even when other builders hardware items must be less luxurious."

To illustrate this point, he said that some of the store's best customers for builders hardware are colored people remodeling homes that formerly were substandard. New front doors are nearly always installed, and the owners want modern locks. When they are shown locks priced at from \$25 to \$45 and are given a sales talk on quality and durability, they usually buy a better lock.

Most of the lock customers want a key-in-knob unit. The store shows an impressive variety of these, displayed in several different parts of the store.

Entrance locks, being the department's specialty, are stocked more heavily than other builders hardware items. Dean revealed that it is more profitable to keep stock rather streamlined and inventory as low as possible. The reason for this is twofold. Most builders start looking for builders hardware when the foundations are down. This gives plenty of time for delivery of builders hardware. If the prospect selects items from a closely watched inventory, there is time enough to fill the order before the items are needed.

The second reason why inven-

tory is kept low is the fickle taste of the public. Dean, watching his stock carefully, senses when demand for a particular design begins to drop off. And the demand does change. A style in cabinet hardware or entrance locks may sell heavily for several weeks or months, and then suddenly fall into less demand.

"We stress variety here," Dean pointed out. "That makes us extra careful in buying. Seldom do two customers in a day select the same builders hardware. So, we try to show a few of everything, and do our fill-in buying frequently."

A large portion of sales, especially on expensive items, is done from catalogs. An important part of the builders hardware department is the counter lined with catalogs, from which people make their selections from illustrations. Prospects for the line prefer something different, and often like to make their selections from a variety of illustrations.

The cheaper grades of builders hardware are not stocked at all. Sometimes they are bought on special order from the catalogs, but usually the salesman succeeds in selling the customer up.

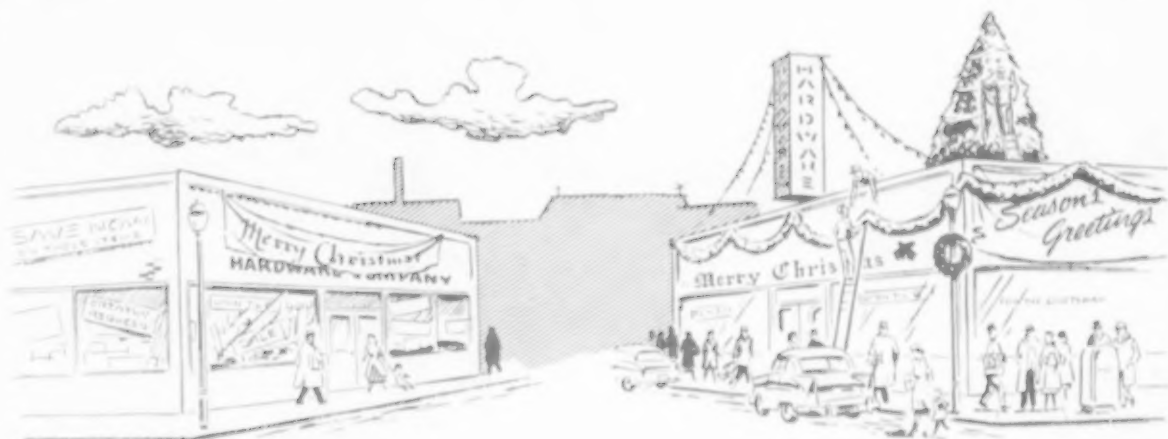
Catalogs are most useful when people who are remodeling want to match existing hardware. They usually find what they want in the catalogs.

One of the most popular displays in the department is the Colonial builders hardware panels. This is one of the fastest selling designs at this time, and the popularity is

(Continued on page 52)



Locksets are mounted on boards for display so that prospects can handle them. The ladies here discuss the type which they think will best suit their needs



This?

... or This?

Why Decorate for Christmas?

EDITOR Ralph Kirby of SOUTHERN HARDWARE sent word out to all correspondents and to the Southwestern office that he would like to have some pictures—pictures made during the Christmas season of 1956, for use in late 1957.

He wanted pictures of hardware stores attractively decorated for the holiday season of selling. This correspondent tried to deliver some such photographs. He personally observed a large number of retail hardware stores in both Texas and Oklahoma. He covered a lot of territory that he didn't actually see by checking with various wholesalers by telephone. The wholesalers, in turn, checked with their salesmen and reported.

The Sad Story

As this is written, Christmas 1956 is two days deep in history. And this correspondent has one photograph of a decorated hardware store. That is, he hopes he has a photograph. He has two exposed negatives, both of which should be good.

If so, they will show a ten-foot, silver tree, appropriately decorated with lights. Below is an enclosure in which are accumulated a number of items suitable for Christmas gifts. The tree, occupying a place of prominence up close to the glass front, was the one

by Baron Creager

decorative effort of this store. It was an admirable tree and it stopped many people.

Furthermore, it was the most lavish decoration found in all the hardware stores surveyed, either in person or by remote control. All other store decoration efforts paled by comparison.

Another store was recommended as having some highly attractive decorations, but in the judgment of this correspondent, it did not rate the expenditure of one flash bulb and one sheet of film. Across the mezzanine, or balcony front of this store were the words, "Merry Christmas," in somewhat drab and standard—for the season—lettering. It was a prepared sentiment that almost anyone could buy, at not much cost.

True enough, there was a Christmas tree, too. And it was lighted. But its positioning was definitely unimpressive. It was a small tree, well up off the floor and was lashed at an angle to one of the supporting pillars. So that store was passed up after a glance.

"I don't know," grumbled one wholesaler, "why the retailers don't do much decorating for Christmas. They handle all the decorations, especially electric

lights and ornaments. But they don't display those decorations except in the boxes, ready for sale. It's a puzzle to me."

Other wholesalers said their traveling men reported a very minor amount of decorating on the part of retailers. One of these, in a thriving Oklahoma community, said blandly:

"No, don't know of any hardware stores that are decorated to speak of. But say, you should go by and see the - - - - - company," and he named a progressive furniture dealer.

Minimum Effort

Most of the hardware stores inspected by this correspondent expended the minimum of effort to decorate for the season. A considerable number had gone to the trouble to outline their windows with decorated crepe paper, but that was about all. Inside, there was not much evidence of effort to get the customer in a festive mood.

Perhaps one veteran retailer has the answer.

"Why didn't I decorate?" he echoed.

"Well, in the first place, decorations constitute a fire hazard, at least to some degree. And it takes a lot of time to put them up and take them down. Furthermore, (Continued on page 80)

Adding "Glamour" to Store

By Jean F. Fitzgerald

is stepping up sales volume

WHEN ASKED his opinion of what the modern hardware store should be, Harvey Chappelle, owner and manager of Harvey's, Prichard, Alabama, spoke emphatically: "In my opinion, the days of small, cluttered hardware stores are numbered. Modern supermarkets and variety stores have made people aware of good display and cleanliness. They dislike shopping in dark, crowded stores, whether it is a food store, a variety store, a hardware store, or, well—practically any place that is competing for their business. The trend is certainly toward larger, brighter establishments.

"My experience is, you can't beat the trend—you'd better join it.

"And," he continued, "if you can't have a large store, remodel to make your present store look large. Give it an air of spaciousness with aisles as wide as possible and use low island display centers that allow a storewide view. Even in a small store, by careful planning, you can overcome at least partially that cluttered disordered appearance typical in all too many hardware stores.

"The little hardware man just can't last without a variety of merchandise priced competitively and displayed effectively in a clean attractive store."

Chappelle, a former millwright, was a hardware dealer in downtown Prichard for many years before moving to his present location. Because custom said that the heart of town was the place to do business, that's where he was. But after he had had his rent raised three times and three times had moved, Chappelle decided, that's enough of that. He then purchased his present location, a bare piece of land nudging the city limits of Prichard.

Chappelle laughed as he related, "Friends in the trade told me that I was crazy. They said that I'd starve to death out there 'in the country'. Well, I thought, I can't

spend my life moving every time the landlord decides that the trade I've built up justifies a raise in rent."

He visited many other downtown and neighborhood hardware stores and was struck by the similarity among them, all of them dark,

crowded, most of them small, about the size of his own store which was, he estimated, an approximate 19 x 35 feet.

And then he started, as he says, "haunting the chain stores and supermarkets." Not just in Prichard.

(Continued on page 82)

An inviting exterior . . .



. . .Interior is "shoppers' delight"





Added leisure time expands the **Market for Sporting Goods**

OF ALL the benefits which have come to the average working man and his family over the past several decades none is more significant than the increase in leisure time available. Throughout the South, the 40-hour work week is fairly common, and the trend is towards still shorter working hours. With more time at hand, people—entire families—are engaging, more than ever before, in sporting activity and recreational pursuits. For southern hardware dealers this increased leisure time plus record-high incomes has meant expanding sales of sporting goods. And the end is nowhere in sight. An ever-increasing array of near irresistible products is introduced each year. These, in turn, open up new avenues of profit. Many southern dealers have taken full advantage of this sales opportunity, but there is room for more—this market potential has hardly been scratched. In the following pages of this special section a number of articles tell in detail how southern dealers have made the most of what, down South, is a year-round market for sporting goods.

Leading Volume Lines

- Fishing tackle**
- Ammunition**
- Firearms**
- Baseball, softball**
- Bicycles**
- Roller skates**
- Outboard motors**
- Football equipment**
- Outdoor games**
- Camping equipment**
- Knives, allied gear**
- Boats, canoes**



Charles Haven, right, owner of this business helps prospect inspect line of outboard motors. Fishing tackle and accessories are displayed nearby



Haven is taking a prominent role in efforts to form an archery club in Forrest City. Store sells much archery equipment, and interest is keen even among farmers. Here, one learns that some archers are killing deer in Forrest City area

"SPORTING GOODS account for 29 percent of my store's volume—rank next to general hardware in importance."

Sporting goods are profitable to Charles Haven's store at Forrest City, Arkansas, because he has considered sporting goods important from the day he left a bank in 1947 after 20 years of service and entered the hardware field after deciding it had more to offer someone looking for a good business of his own.

Haven has never considered sporting goods a sideline, a poor relation of hardware, paint and housewares. With wise foresight, Haven made sporting goods part of his store's name, stocked a complete department from the very

Sporting Goods --a top-ranking line

Complete department accounts
for 29% of their annual sales

Their Key to Sales

- ✓ Varied Inventory
- ✓ Timely Buying
- ✓ Consistent Promotion
- ✓ Credit Selling
- ✓ Service
- ✓ Promotion of Sports

first, and proceeded to advertise it in every way possible. Now annual sales run well into five figures.

Haven's success is striking proof that a hardware store doesn't have to be within casting distance of a lake or resort to build a substantial fishing tackle trade. Forrest City, with a population just under 10,000, is in a widely-famed fruit growing section of Eastern Arkansas. The St. Francis River is a few miles to the east, but the best and most popular fishing spots are a half-dozen lakes within a 50-mile radius.

When fishing enthusiasts in the Forrest City area think of fishing tackle, they just naturally think of Haven Hardware and Sporting Goods, as do other sportsmen interested in baseball, football, ten-

nis, archery or other sports. One of the store's chief suppliers considers the Haven firm one of the Mid-South's outstanding sporting goods dealers, recommends it to other hardware dealers as a shining example of what can be done with sporting goods.

While Haven carries all sporting goods, biggest volume comes from fishing tackle and allied lines.

He believes the fact that he has a reputation for stocking anything and everything the fisherman needs except live bait is perhaps the biggest factor in the success of the department.

"A complete line of fishing tackle just naturally sells better," Haven observes. "For example, we offer many different types of rods, including fly, spinning, casting and gar fishing. And we stock a wide



The store is widely-known for its full stock of rifles, shotguns, pistols, and ammunition. Salesman John Hanner, right, explains features of a shotgun to two customers



Small fry, as well as seasoned fishermen, know the Haven store stocks a full-line of equipment to land the big 'uns. Poles and net win attention of these youngsters

variety of fishing plugs."

But here Haven injects a note of caution to other hardware dealers who may be planning to expand their fishing tackle stock.

"While we offer a wide variety of plugs, we buy carefully and try to keep a minimum stock of each type. Since we can get overnight delivery from our suppliers in Memphis and Little Rock, we see no reason why we should cram our shelves with items that may be hot sellers today but as cold as a catfish's stare tomorrow.

"Dealers who have been in this business any time at all have learned—some to their sorrow—that a fishing plug that's hot enough today for the dealer to sell two or three gross in a week may gather a thick layer of dust in a remarkably short period. A fisherman's whim is about as unpredictable as when fish will bite.

Overnight Demand

"Let some sports commentator on the radio or a newspaper or magazine writer hail a new plug and someone's unusual luck with it, and the demand can become terrific almost overnight. Then when another comes along shortly, the popularity of the older favorite wanes rapidly.

"We prefer to buy frequently from our suppliers and not take costly chances of overstocking."

As part of the Haven store's policy of aiding sportsmen, it sells both resident and non-resident Arkansas fishing licenses as well as hunting licenses.

Haven has sold outboard motors

from the start, stocks a complete line ranging from 35 to 3 horsepower. He also sells a 12-foot plywood fishing boat, with Fiberglas bottom, that's locally made.

He believes motors and boats are almost necessities if a dealer is going into sporting goods on a large scale and tap the great potential coming from a booming population, high wages, shorter work week and longer vacations.

Most of the outboard motors—like many of the guns that Haven stocks—are sold on a bank finance plan. Haven works with the customers desiring such financing, which is usually made by the bank on Haven's endorsement. Such financing usually is from 6 to 12 months.

Many of Haven's customers pay cash for such expensive items, others trade in old motors and guns.

Haven offers minor service on both outboard motors and guns. He has two servicemen who do this work. However, major service work is sent to Memphis, which is only 45 miles away.

Haven carries several priced lines in order to meet all of his customers' demands. Town customers, as a rule, will buy the more expensive lines, yet his country trade—especially in guns—is an important segment of his trade.

How does Haven display his fishing tackle?

"We keep all of our sporting goods up front, where every customer entering the store can see

them and where street traffic also can notice them. In addition to counters and floor displays, we have most of one wall lined with sporting goods. Also, we keep an attractive display in one of our main windows. Outboard motors, in several sizes, make a good window display."

Haven offers gun and fishing tackle demonstrations when they are available through manufacturers and suppliers. "They are always effective and I am always glad to be able to present them," he declares. Haven sells no outdoor magazines, as do some dealers, but does supply free factory literature from his counters.

Consistent Advertising

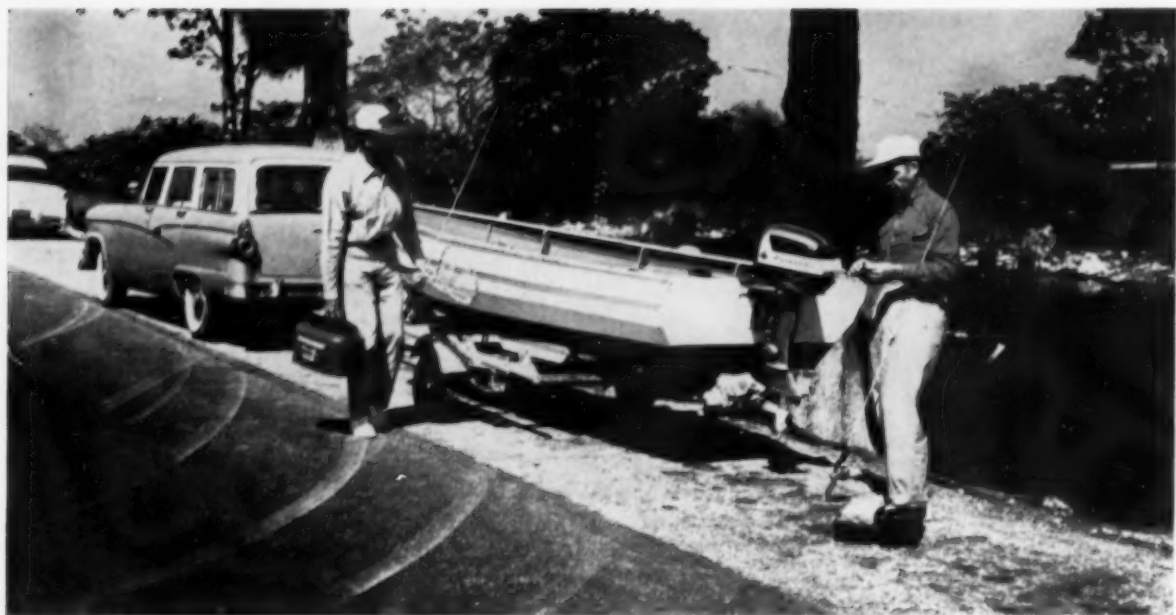
The store advertises its sporting goods with radio spot announcements, newspaper and movie theater ads. The program is consistent. Haven also uses direct mail.

Haven uses no specialists in selling. All of the store's salesmen sell in the department.

Haven, who likes to fish but prefers golf, doesn't get to fish as much as he wants, but he keeps up with fishing conditions so his customers know the places where the fish are bitin' best. Haven is too busy providing for other people's leisure and recreation to get his own full share!

The dealer believes it is important to attend sporting goods shows and hardware conventions to keep up with the latest merchandise and promotions. He has

(Continued on page 52)



Rising incomes and added leisure time have led to increased sales of boats, motors, and long list of allied merchandise

**The expanding interest in boating and water sports
opens for southern dealers a sizable new market for**

Marine Hardware & Supplies

NO FORM of outdoor recreational activity has caught the public fancy more in recent years than boating and allied water sports.

This has been particularly true in the South where a multitude of natural and man-made inland lakes and waters supplement the hundreds of miles of coastal shore line. This almost fervid interest in boating and water sports is truly a reflection of our prosperous times.

Within recent memory, a private boat was something to aspire to; a boat with motor was little less than sheer luxury. But today, on any given weekend down South, the highways are filled with trailer-carried boats of all types moving towards the nearest lake or river. It is a commonplace occurrence; boats, motors and the accessories for water sports are within the means of today's Mr. Average Man, who, equally important, has the added leisure time to enjoy such things.

For the hardware dealer, particularly those having locations close to bodies of water, this can mean a major new business opportunity and a sizable source of additional profits. In the small towns and communities of the South, which seldom have sporting goods stores or specialty shops, the hardware dealer is the logical outlet to which customers will look for such merchandise.

Because such lines "blend" so naturally with other products already stocked by the typical southern dealer, they comprise a potential source of profits which suitably-located dealers should not overlook.

The market for outboard motors, for example, indicates the size of this total market. In 1956, sales of outboard motors reached an all-time high of 630,000 units with dollar volume estimated at \$212 million. Over a nine year period this is a 255 percent increase, and the market is still expanding.

There are no formal rules to follow in establishing a department for marine hardware, equipment and supplies, and there is virtually no limit to the type of merchandise that can be stocked. Skin diving might be the rage in one area; water skiing in another. The interested dealer might first visit the boating areas in the vicinity of his store, study the type of merchandise in use and stock his department accordingly. Lines of merchandise then can be broadened in keeping with customer demand.

The check list on the opposite page is by no means intended as a complete one. These are merely some of the items which might be considered and for which there is good demand. The article which follows tells how a Georgia dealer has capitalized on this market by setting up a marine hardware department which presently grosses \$60,000 a year.

Check List for Marine Hardware and Equipment

Outboard motors, gasoline	Motor chain	Anchors
Outboard motors, electric	Floor mats	Battery chargers
Motor carriers	Flags	Safety chain
Boats	Flag staff sockets	Fire extinguishers
Trailers	Fishing pole sockets	Boat paddles
Bumper clamps	Brass screws and bolts	Oars
Trailer hitches	Chrome screws and bolts	Oar locks
Boat covers	Marine paint and varnish	Boat bailers
Motor covers	Seam compounds	Bilge pumps
Lifting handles	Waterproof glue	Alcohol stoves
Bow handles	Marine plywood	Ice chests
Bow chocks	Running lights	Thermos jugs
Bow cleats	Spotlights	Wire rope clamps
Bow rings	Numbers	Speedometers
Bow eyes	Letters	Life jackets
Bow lights	Horns	Preserver cushions
Eye straps	Tiller rope	Water skis
Turnbuckles	Nylon rope	Water ski belts
Pulleys and blocks	Manila rope	Water ski rope
Bitts	Motor control assemblies	Beach balls
Fairleads	Steering wheels	Tubes
Boarding ladders	Windshields	Floats
Boat hooks	Gas cans	Aqua lungs
Flag staffs	Motor lubricants	Goggles
Step plates	2-Cycle engine oil	Spear guns
Motor locks	Spark plugs	Fins

Cashing in on The Boating



Benson Jones sells item of marine hardware to boating customer. As result of sales success in this line stock will be enlarged in '58. Average margin: 33 1/3%



The market for water sports equipment is expanding and inventory of items such as life jackets and water ski safety belts will be enlarged. Average margin is 40%

THE SALE of boats, outboard motors, accessories, parts, and a raft of water sport items identified with Georgia's boating boom, is expected to exceed \$60,000.00 this year at Gwinett Hardware Co., Buford, Georgia.

Located only seven miles from Lake Lanier, 40,000-acre backwater of Buford Dam, this hardware dealer is already doubling the interior space he is giving to boating accessories, motors, and parts

to make ready for a \$20,000.00 stock in the spring.

"We see the writing on the wall," says youthful owner, Benson Jones, "and we're getting set for a large volume in this department. There is a rapid national trend to boating as the nation's workers get more leisure time. Then, too, demand for boats and boating equipment has brought many more manufacturers into the field, forcing prices down to within reach of many more people.

"In Georgia, Atlanta ranked near the top in retail boating sales last year, and it's an inland city! Much of this activity was due to Lake Allatoona which will be small in relation to Lake Lanier.

"There's another important reason for our betting our dollars on this department," said Jim McCollum, manager of the store. "Folks around here are building their own boats by the score, and they will need plenty of boating hardware and other items to put their boats in the water.

"We noticed the large number of

calls we have had for most every conceivable item carried in a boating department, and we have resolved that we will have anything the boating enthusiast wants."

At present, Gwinett Hardware Co. carries a \$10,000.00 stock. Next year this will be increased to \$20,000 with the inventory broken down as follows: boats—aluminum, plywood, and fiberglass models in sizes ranging from 14' to 24' (\$7,000.00); motors—Mercury line ranging from 6 h.p. to 60 h.p. (\$3,000.00); accessories and parts (\$7,500.00); water sport items (\$1,500.00); and trailers (\$750.00).

Expanding Inventory

"In expanding the inventory of this department most of the added investment will go towards increasing our range and depth of all items carried. Boating hardware will be greatly expanded as well as our water sport lines, trailers, and accessories. We pick our motors up in Atlanta, so we stock only one in each size," Jones said.

Most of the items bought for the boating department are bought at

Their Key to Sales

- ✓ Specialized stock for boats, water sports
- ✓ Parts & Service
- ✓ Demonstration Area
- ✓ Seasonal Promotion

Boom



Customer has features of a 12-volt boat light explained by Jones. Other products in good demand include gas cans, boat seats



Manager Jim McCollum, left; Jack Veal, helper; and a customer put a 14' boat onto its trailer. The customer bought the 16' model of this boat, a motor, and trailer earlier in the season. He holds newly-bought water skis

list less 40%; however, 30% is the average margin of profit experienced by Gwinett Hardware Co. "Our best margin, 40% is received from our accessories and parts sales," McCollum explained. "Competition on boating sales usually drives our average margin down somewhat with the profit margin on motors and trailers being a bit less than the 33 $\frac{1}{3}$ % margin enjoyed on water sports merchandise."

Before setting up the boating department, Jones and McCollum carefully reviewed boats available and decided on three types—aluminum, plywood, and fiberglass. "Before selecting a brand, we looked them over carefully, noting how well-made they were, how complete a line was available, and the boat's reputation for ruggedness," McCollum explained.

"This is a big lake and it will be rough. Motors are also high-powered, and the folks are buying the bigger ones for lake fun. Thus, we did not want to sell a boat that would not stand the pace.

"We are doing well with the brands we selected. In the aluminum models, we stock sizes ranging from 14' to 24'. These retail from \$195.00 to \$2,195.00, though the most popular is the 16' selling for \$795.00. We buy these boats in Grand Prairie, Texas, from whence they are shipped F.O.B., Grand Prairie.

Best-Selling Boats

"We stock plywood boats in lengths from 14' to 18', and retail them from \$795.00 to \$1,195.00. In the fiberglass boat, we stock lengths from 14' to 19', retailing from \$350.00 to \$1,895.00. These are manufactured in Tarpon Springs, Florida, and are shipped F.O.B. Tarpon Springs.

"Our best-selling boat is the 15' fiberglass runabout retailing from \$695.00 to \$825.00," said McCollum. "We have just added the Cris Craft line and will probably buy these boats from the factory in Chattanooga. These will also probably be shipped F.O.B., Chattanooga.

"It's hard for us to believe, but

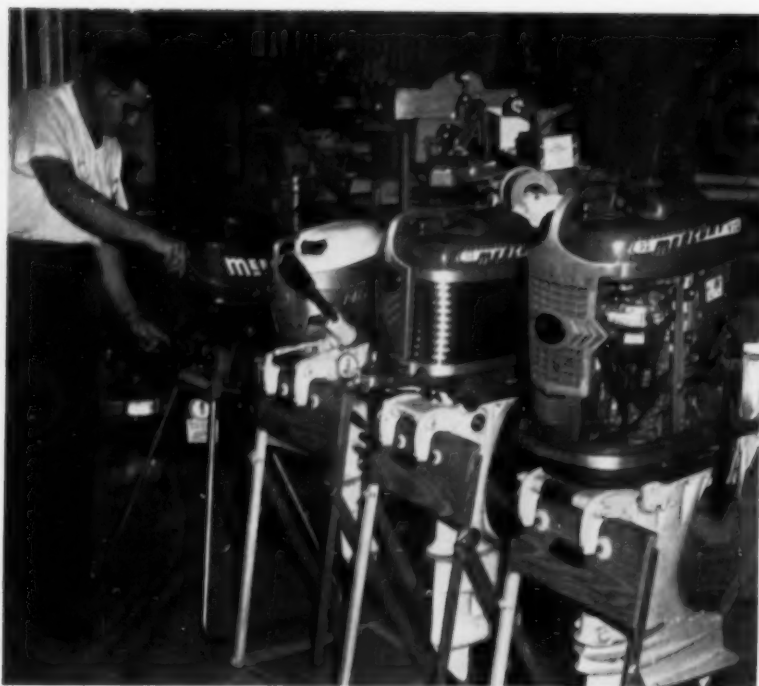
our 40 h.p. outboard motor leads all other sizes in sales. This one, with an electric starter, retails at \$761.00 and represents two-thirds of our motor sales.

"However, we stock motors in sizes from 6 h.p. to 60 h.p. retailing from \$232.50 to \$988.00. Our customers are going for bigger and better boats and are jumping motor sizes in order to push them along fast. We have already sold a couple in the 60 h.p. class and that is a mighty big power plant!

"Next year, we anticipate that business will become more competitive, and we may start taking trades on motors; however, we are not doing this yet.

"Presently, we do a good job with water skis and stock them in price ranges from \$18.95 to \$34.50. Our biggest seller here is the marine plywood brand retailing for \$27.95."

Other accessories and parts stocked at Gwinett Hardware Co. are as follows: boating hardware—boat handles (\$3.50 and up); pulleys (.50 - \$1.50); cleats, chocks,



Charlie Thompson, a store salesman, checks price markings on an outboard motor. The company stocks all sizes of motors in the line it handles as well as parts and assemblies. The 40 h.p. model accounts for two thirds of sales

and bits (\$1.00 up); speedometers (\$8.95 up); boat lights (\$.85 up); horns (\$9.98); tiller rope (12¢/ft.); and a complete line of outboard motor parts.

Bumper clamps and trailer hitches retailing from \$3.95 to \$14.95 are good items, as are motor control assemblies, both housing and cable types. Anchors (\$1.25 up) in all sizes, steering wheels (\$14.95 to \$27.95), and windshields (\$29.95 to \$34.95) are important items.

Other items that sell well are gas cans (\$4.98 to \$8.95); 2-cycle engine oil (29¢/can of 12 oz.); boat paddles (\$1.95 to \$3.95); safety chains (\$1.50 up); life jackets (\$3.95 to \$6.95); preserver cushions—plastic and canvas covered; water ski belts (\$3.95 to \$4.95); beach balls, tubes, floats (\$3.95 to \$3.90); and boat chairs (\$4.95 to \$8.95). The majority of these items are bought from hardware wholesalers in the area.

The boating department enjoys a seven-month-long season around Buford, Ga., and the firm begins its spring promotions early in March. "Next year, we are going to have a special spring sale coinciding with our opening promotion of boating equipment, and, of course, during this sale, we will feature a special or two from this depart-

ment," McCollum stated.

Newspaper advertising is the principal means of promoting specials and seasonal items in Buford. "We also hope to lease a portion of the marina being built on the lake," Jim McCollum added. "We will use this to demonstrate our boats and motors, and it will also be the scene where the outboard motor distributor in Atlanta may demonstrate the line in cooperation with us."

Gwinnett Hardware Co. occupies its new store, converted from the town's former railroad station, on Buford's main street. The firm was established in 1890, and now grosses about \$200,000 a year.

A Major Profit Line

(Continued from page 42)

holding up well.

A perpetual inventory aids Dean in his streamlined method of buying. He does much of the stock checking himself. And he eagerly scans the sales aids that manufacturers offer.

"There is little or no competition in this line when the dealer offers quality, variety, and service," he insists. "Our service consists of supplying the customer

with what he wants. Our complete line and good catalog service is the answer. Customers don't have to shop around. No matter what they want to pay for good builders hardware, we can supply them."

Dean has learned to adjust locks, and his services are in demand. Most locks need some adjustment after a few years of use, he pointed out. When a lock is sold, the customer is told about this service. If the more skilled service of a locksmith is needed, Dean sends him to the customer.

"Builders hardware has never received more attention than now," Dean concluded. "It is a major line with us, and responds to our vigorous promotion."

A Top-Ranking Line

(Continued from page 47)

attended sporting goods shows in Memphis and at other nearby places in the Mid-South.

Haven's gun department is probably the city's most complete. He carries three well-known brands, selling single-barrel, double-barrel, pump and automatic shotguns, as well as rifles, pistols and ammunition.

The store enjoys good business from youngsters. It sells baseball equipment to players in the Little and Pony Leagues. The store also furnishes football equipment for the Forrest City High School team.

Haven is taking a leading role in efforts to organize an archery club in Forrest City. Archery sales are good and interest is growing. Some of Haven's customers hunt and kill deer with bow and arrow, and this also builds interest in the sport.

The store also sells tennis, badminton and softball equipment, as well as equipment for outdoor cooking and picnicking, such as chill chests, barbecue grills and accessories. Clothing for fisherman and hunter is stocked, as are life preservers.

The Haven store's only competition comes from other hardware stores with smaller departments. A 100 percent sporting goods store opened in Forrest City several years ago, but closed after finding the hardware store competition too tough.

This should be invitation enough to hardware stores elsewhere which are hesitating to put in or to expand sporting goods departments because of the competition from sporting goods stores!



By Baron Creager



A full line of motors is displayed just inside the entrance where "Doc" Blasingame shows prospect what is under a motor cover. Consistent advertising includes parking the Blasingame boat with motor attached in front of the store

\$8,000 annually from sales of

Outboard Motors

FROM AN ALMOST semi-isolated location in Dallas, Texas, Blasingame Hardware sells an average of 30 outboard motors each year—10 of such sales being in the big, 40 hp class—for a gross volume of about \$8,000 or nearly 10 percent of storewide volume.

This sales record is accomplished from a display of seven motors occupying only 40 square feet just inside the store entrance and visible through the plate glass front. Stocking the complete line of the manufacturer, which management considers necessary to successful

operation in this field, requires an inventory of \$2,400 at dealer cost.

This and two other Dallas stores are owned and operated by two brothers, L. L. Blasingame, who devotes much of his time to other interests, and O. M. (Doc) Blasingame, who is most active in store management.

On his own initiative, "Doc" Blasingame looked ahead into the possibilities of the outboard motor business, bought \$300 worth of special equipment for servicing outboards and built the parts stock up to \$2,500. This is because he is convinced the prospect is more likely to buy with confidence and satisfaction where he is assured of good service.

"The big future in the outboard motor business will be in parts and service," "Doc" believes, "and original sale of the new motor will be a minor consideration by comparison."

In the Blasingame shop, much of the service volume is now supplied by faltering lawn mowers. However, both "Doc" and his service

manager, Ed Robinson, have been trained in factory-sponsored outboard service schools. The present Blasingame service policy is to gradually reduce the power mower parts inventory and eventually eliminate service on chain-store mowers. By that time it is expected that outboard motor service will amount to 70 percent of shop volume, although another prong of the service policy of this store provides that the shop performs service only on outboards of the brand name sold here.

Throughout 1956 the demand for service was the weakest in Blasingame's recent experience, because of the drouth. This year should be good, on into the early fall months, or the extent of the peak season of use, for there is plenty of water. "Doc" has observed that outboard owners have the habits of other humans. They leave their motors in storage all winter then, come the first tempting spring day, they want service right now.

In the case of the Blasingames,

Their Key to Sales

- ✓ Complete Line
- ✓ Parts & Service
- ✓ Advertising
- ✓ Trained Service Personnel
- ✓ Credit Selling
- ✓ Parking Facilities



For service, today's heavy motors require chain hoist and overhead track. Ed. Robinson, left, service manager, and "Doc" Blasingame prepare to move a big motor. Stove pipe, at left rear, is actually a vent for big test tank

outboard motor sales made despite location could be an encouraging factor for dealers considering addition of such a line. This Blasingame store is located in a small shopping center, well removed from any heavy traffic artery. And Dallas is well supplied with dealers specializing in outboard sales and service, and specialty sporting goods houses.

Yet Blasingame gets his share of the business and "Doc" thinks there are several reasons.

"For one thing, we solidly support our own line of outboards with newspaper advertising," he says.

"We use about 10 substantial advertisements a year in the metropolitan newspapers, spacing them with the seasons so that they do us the most good. These ads are devoted principally to outboard motors.

"We do other advertising, too. We use the yellow pages of the telephone directory, school programs, similar publications and some radio. All of this brings us prospects from as far away as the other side of Dallas, 15 or 20 miles, and from nearby small communities equally distant.

"Another factor is, we are not in a congested area. Parking is more convenient at our store and there is not the sense of pressure where there is heavy traffic and congestion.

"We have a new product and a good product—a product that is gaining steadily in popularity and

acclaim against the old, established lines of outboards. And, of course, our own advertising is supplemented by advertising of the distributor, who is also located in Dallas.

"Finally, we have service facilities, a complete line of parts, and we are competent in the service field. That is essential in the sale of outboard motors today and, as sales increase, it will be more important from the viewpoint of the customer."

Blasingame began stocking and selling outboard motors in 1946. The store has stayed with one line continuously and has always displayed all models in the line. At the outset the factory's full line consisted of three motors—2, 5 and 7½ hp. Now the line lists seven models, with variations that make three additional models. The complete line is stocked and displayed on the theory that is the only way to do justice to the franchise.

"We liked it from the very beginning," says "Doc."

"It's a good, clean business if you have a good product. In our territory there are interruptions, but hardly any end to the selling season. Ordinarily, peak sales months are May, June and July, with that season falling late this year because of the torrential rains, flooding and cool weather into June.

"Then there is another sales surge in late summer, when people come down to the final decision on what to do about a vacation. In

many cases the man in the family has been talking outboard motor for months and hasn't quite sold his wife the idea. Finally, about vacation time, she often capitulates and they buy, so August is a good month.

"October and November bring model changes, a season in the year for which many prospects save and wait. For it is at this time only that the manufacturer will permit a reduced-price sale. Immediately thereafter we are almost into the Christmas season, when sales are either fair or good, depending on the amount of water in lakes and streams. At the end of our long drouth, seven years in some parts of the Southwest, Christmas sales were not so good. There was no water. Sales should be good this Christmas. Every lake is full."

"Doc" finds the demand growing rapidly for the 40 hp motor he sells. This is due to popularity of water skiing and the consequent demands for more motor power. In fact, he finds the psychology behind outboard sales has changed almost entirely in the past few years. Previously, almost all motors were bought for fishing. Now, most motors are bought for play.

On a large percentage of new motor sales, he accepts an old motor in trade. Here there is another value in service knowledge, which supplies the ability to estimate the life left in a used motor.

Time sales are the rule, rather than the exception. With a trade-in, the Blasingames try to get one-third down, especially on big motors, 10 percent down without a trade-in. They endorse their own paper and sell it to their bank which makes it recourse paper. A buyer can have as much as two years to pay out a motor. But, naturally, they run the usual credit checks, more carefully if the motor is expensive and the buyer is not a previous customer.

Blasingame Hardware was strictly that in the beginning. Now it is about 60 percent sporting goods and paints, 40 percent hardware.

"I couldn't see too much future in stocking a large number of what I choose to call 'dead' items, items that a customer can get anywhere. So we gradually eliminated such items and replaced them with sporting goods. This is a field where there are changes of season and with each change of season there is a change in category of merchandise."



By S. W. Ellis

An all-out promotion of guns and ammunition opens the fall sales season for this store. At left, a customer selects a shotgun which he wishes to place in layaway. Owner Vincent J. Anzalone, shown looking on, believes in layaway purchases as the most effective means of building big sales of arms and ammunition. Below, he helps the customer in an inspection of a scope sight, a popular accessory item in this sporting goods department.



Promoting Volume Gun Sales

NO ITEM in the store makes customers forget the languid days of late summer quicker and turns them faster toward fall buying than a promotional campaign on guns and ammunition.

The Star Hardware & Furniture Co., Monroe, Louisiana, is one of the first stores in the area to start

fall and winter promotions. The center of attention is guns and ammunition. The result is what Owner Vincent J. Anzalone terms "a tremendous volume in shotguns, ammunition, and pistols." Traffic brought in by the promotion steps up volume in space heaters and other fall items.

To illustrate how Anzalone prepares for his surprising gun-and-ammunition volume, on a hot August day this year the receiving department unloaded a shipment of shotguns worth \$4,000.00. Another shipment of 50 cases of ammunition also waited to be unpacked and displayed at the front of the store.

A big inventory of guns and ammunition for a town of this size?

"Not for this store," Anzalone says. "We're getting set for pre-season sales. Listen to this:"

He turned on a radio set. The announcer was saying that Star Hardware & Furniture had just received a fresh shipment of shotguns, ammunition, and pistols, and

welcomed layaway purchases.

"As hunting season approached," Anzalone went on, "we increased our spot announcements on guns, pistols, ammunition, hunting clothes, boats, and accessories until we had 10 a day. Other information regarding other items a little on the unusual side were passed on. Listeners were urged to beat the season with layaway purchases to save carrying charges."

He declared that few items in the store equal guns and ammunition for creating regular customers who come in for most of their hardware needs. Gun and ammunition displays take up most of a large section up front from August to the end of the hunting season. Many leading brands are found here, in price ranges to suit everybody.

A specialty that receives the approval of gun owners is a large stock of gun sights. An excellent special order service, supported by catalogs, serves hunters who want guns or barrels not in stock. The

Their Key to Sales

- ✓ Broad Inventory
- ✓ Consistent Advertising
- ✓ Layaway Plan
- ✓ Specialty Items
- ✓ Trade-ins
- ✓ Cooperation with Gun Clubs



Peace officers from throughout the area buy their pistols from the store. Here, Owner Anzalone discusses a new model pistol with Major John B. Whitfield of the Monroe police department

owner has convinced his customers that he can supply all their needs.

Pistols also swell volume considerably. Anzalone serves peace officers in a large area with pistols and ammunition. Not a day passes without some of them coming in from surrounding parishes to exchange old pistols for new ones. Anzalone has made this exchange service popular and profitable for himself. The old pistols are repaired and reblued by the gunsmith around the corner and offered for sale in the used gun section of the department.

The store has become a gathering place for peace officers, who buy hunting equipment as well as pistols. They find the widely assorted stock of guns and sporting goods fascinating, and often bring their friends with them to see something new and different.

Anzalone watches the popular trend in all sporting goods. He was the first in the area to show Bowie knives after the Jim Bowie program went on television. Displaying the big knives attracted the curious. Soon hunters and fishermen learned the utility of the Bowie knife for skinning deer, cleaning ducks, and for general camping use. The \$5.95 knife, with sheath, now has a very good sale.

When the Robin Hood television program gathered viewers in the area, Anzalone added an archery department, with the result that

archery equipment is rolling up increased sales.

Anzalone does not leave his sales to chance. He promotes everything with display, advertising, and service. To swell pistol sales, he encourages the creation of pistol clubs, and offers prizes at their shoots. He is now assisting in the promotion of archery clubs. Many shotgun and pistol owners become interested in archery. The equipment makes an excellent layaway item. And Anzalone values it for its display qualities in his windows.

Layaway is promoted with signs, newspaper advertising, and radio announcements. Anzalone sometimes concentrates on ammunition. Sportsmen who put shells in layaway buy more of them. A down payment of 10 percent is charged, the item is tagged, and taken to the layaway department on the second floor.

Most of the preseason advertis-

ing concentrates on layaway. Even before the fall display windows of guns, ammunition and boats are installed, the radio, newspaper, and television advertising urges people to view the large displays, use layaway, and have the items paid for by the time the season opens.

The sporting goods department is in charge of Philip David, who hunts and fishes and is equipped to talk enthusiastically to customers. Anzalone explained that he prefers a mature man in the department, because most large buyers of guns, ammunition and sporting goods are men between 30 and 50 years of age. Many of these have homes and families, and are prospects for almost anything in the store. They are buyers of boats, motors, and other higher-priced items in the sporting goods department.

At the end of August, Anzalone clears his windows of summer items, including fans, lawn mowers, picnic supplies, etc. This window becomes a gun-and-boat window. It never fails to stop passers-by. Some of these may be actual prospects only for the gas heaters shown in the adjoining window.

Guns, ammunition, and colorful sporting goods help to call attention to other items, Anzalone insists.

"Showing unusual sporting goods items helps to build my reputation for selling the newest and the most desirable articles."



Police officer Jim Standard puts plenty of shotgun shells in layaway for his winter hunting. This dealer has found that sportsmen who put shells in layaway buy more of them



Prior to a fishing trip, customer comes to Owner Bennett Rock, left, to outfit him with appropriate equipment. Rock passes along helpful ideas to amateurs



Capable service by the mechanic above is directly responsible for increased volume in outboard motors and tackle

Big Tackle Sales

through year-'round promotions

By Beatrice Miller

BY EXPANDING its fishing tackle department and concentrating on ideas to increase its volume, Rock's Hardware in Bailey's Crossroads, Virginia, gained approximately \$12,500 in sales last season, and is planning optimistically for

the coming season.

For a profitable and growing volume in fishing tackle, Bennett Rock, owner, states that experience has shown that the dealer must have a knowledge and enthusiasm for fishing; he must have a diversified stock displayed to whet the zeal for fishing; and he must have a good promotional program, including a license agency.

In 1955 Rock's Hardware expanded its fishing tackle department to 20 x 20 feet and included a service shop for tackle and outboard motor repairs. A 300 percent gain in sales volume over the previous season followed the expansion.

"Know where to fish, when to fish, what to catch, and how to catch. Many people don't know the spots; many are ready to go without checking to learn whether there is fishing that day; many are not equipped properly," Rock said, and his trophies and displays of his own catches attest to his skill.

Their Key to Sales

- ✓ Diversified Stock
- ✓ Planned Displays
- ✓ Licensing Agency
- ✓ Knowledge of Fishing
- ✓ Special Sales
- ✓ Prizes for Contests

"Talk to fishermen coming in, check with the daily fishing column in the local newspaper, and go fishing."

Rock stated that much could be learned about equipment from manufacturers' literature, fishing periodicals, newspaper columns on fishing, but he adds that firsthand experience is the best teacher.

Fishing tackle stock should be adapted to a particular locality, Rock advises. Fresh water fishing is predominant in this North Virginia area with some salt water fishing in the Bay. To meet these needs a \$3000 stock is carried which is diversified to include camping sundries such as lanterns, stoves, gallon jugs, outboard motors, oar locks, and ice chests. Rock carries both live bait and artificial lures.

"Have rods and reels and lines out for the customer to handle and examine, and keep all your lures out. Suggest the items which are popular sellers, but know your customers—don't try to inform the man who may be more experienced at fishing than you. Help the amateur fisherman get started by selling him the right bait and tackle," advised Rock, pointing out the

(Continued on page 85)

CATALOGS & BULLETINS

Available free to readers. Circle the numbers of items wanted on the return post card, page 100

Toys. A toy consumer folder entitled "Siebert Presents Frolic Time" is available and features the 1957 line of futuristic action toys and juvenile furniture. The eight-page folder, designed in three colors, is prepared to help parents in toy selection. Highlighted are velocipedes, train-a-bikes, doll carriages and strollers, doll cradles, toy chests, car beds, and auto seats. O. W. Siebert Co., Gardner, Mass.

Circle No. A1 on coupon, pg. 100

Special Purpose Planes. "How to Use Special Purpose Planes," a 20-page booklet on various types of rabbit, router, and double-end tongue and groove match planes, is available in reasonable quantity to dealers who may have them imprinted if they wish. Profusely illustrated with line drawings showing the planes in use and the innumerable cuts that can be made with special purpose planes, the booklet will be helpful to both veteran woodworkers and beginners. Stanley Tools, New Britain, Conn.

Circle No. A2 on coupon, pg. 100

Baseball and Softball. The 1957 editions of the "Famous Slugger Year Book" and "Official Softball Rules" are available. The year book is packed with baseball interest, including pictures of the past season's outstanding sluggers, records, and highlights of the 1956 season. It features an article on hitting by Ted Kluszewski, major league hitting star. "Official Softball Rules" includes pictures of winning teams and records of the 1956 season. Hillerich and Bradsby Co., Louisville, Ky.

Circle No. A3 on coupon, pg. 100

Metal Merchandisers. A 40-page catalog, #390, illustrating and describing a complete new line of Viz-U-Bilt all-metal merchandisers is being offered to dealers. The gondola-type self-selection units described are available in a wide variety of styles, sizes, and colors. Adjustable, perforated metal shelving, clip-in splicers, and a complete selection of accessories make them flexible and adaptable to all types of merchan-

dise. L. A. Darling Co., Bronson, Mich.

Circle No. A4 on coupon, pg. 100

Carriages and Strollers. The Forward Flair design, along with new all-weather fabrics, highlights the 1957 line of baby equipment presented in "Forward Flair for 1957," a full-color, illustrated 48-page catalog. The catalog fully describes the company's line which consists of baby carriages, strollers, padded goods, hi-chairs, feeding tables, car beds, auto seats, walkers, and accessories. Price lists and order forms are included in the catalog. O. W. Siebert Co., Gardner, Mass.

Circle No. A5 on coupon, pg. 100

Building Materials. Entitled "SSIR-CO Fact Folders," Southern States is offering a series of 19 file folders designed for every dealer's filing cabinet. The folders provide a handy reference library on major building material lines, such as aluminum roofing and siding, asphalt products, farm and industrial gates, insulation, nails, etc. To keep the folders current, latest product information will be mailed by the company to those dealers using the prepared product reference library. Southern States Iron Roofing Co., P. O. Box 1367, Atlanta 1, Ga.

Circle No. A6 on coupon, pg. 100

Water Appliance Promotions. A comprehensive 8-page catalog, No. 807, of advertising and sales promotion aids is offered wholesalers and retailers of water appliances. The catalog shows suggested consumer literature; local advertising for newspapers, radio, television, and directories; point-of-sale aids; indoor and outdoor signs; and numerous specialty items. In addition, the catalog tells how and when to use these items most effectively. And a special feature tells how to get valuable local publicity for "yourself, your business, and Rapidayton products." The Tait Manufacturing Co., 500 Webster St., Dayton 1, Ohio.

Circle No. A7 on coupon, pg. 100

Water Skis. An international water skiing champion instructs the beginner in water skiing in a 6-page, 2-color folder now available to dealers. The booklet, entitled "Come On In... the Water Skiing's Fine!", provides a series of graphically instructive photos. The company manufactures Hydro-Flite water skis. Hedlund Manufacturing Co., Nokomis, Ill.

Circle No. A8 on coupon, pg. 100

Display Ideas. A Rubbermaid display booklet which illustrates and describes a variety of display methods for all size stores is offered to dealers. Wooster Rubber Co., Wooster, Ohio.

Circle No. A9 on coupon, pg. 100

Detachable Chain. With the farm equipment user in mind, a catalog is made available featuring the use of detachable sprocket chain in a wide range of agricultural machinery. Well-illustrated and in color, the catalog covers engineering data, sizes, plain chain links shown in actual size, attachment links, and several pages of specifications and data. The Locke Steel Chain Co., Inc., Bridgeport, Conn.

Circle No. A10 on coupon, pg. 100

Dealer Displays. Thirty-one different displays of Cabinet Hardware are illustrated in Amerock's No. 104 Catalog of Dealer Displays. The catalog is said to cover the right kind of display for any store arrangement, any department, or any "on-the-job" use. Amerock Corp., Rockford, Ill.

Circle No. A11 on coupon, pg. 100

Toys. A full-color catalog insert now available features the leading items in the company's newly-styled line of doll carriages, strollers, and children's furniture. The items are illustrated in their actual color combinations and a complete description including specifications and weights accompanies each illustration. Also available is the toy firm's complete 16-page, three-color catalog featuring the full line of 18 doll carriages, 10 strollers, seven table and chair sets, six rockers, and three toy chests.

Only a real star can pass this kind of "screen" test



and that star is USS CYCLONE FIBERGLAS SCREENING!



THE REASON WHY more and more homemakers are insisting upon FIBERGLAS for their window screens and screen doors is that they've found a real "star" in this material. It has undergone the most rigorous tests that can be imposed on a product—and USS CYCLONE FIBERGLAS SCREENING has passed them with flying colors.

What is FIBERGLAS Screening? It is not a plastic. It is made from pure glass fibers—coated with vinyl—woven and bonded. Hundreds of glass fibers are combined in each strand.

- It is bonded, or fused, at each intersection of the weave.
- It has superior burst strength, as proved by tests conducted according to procedures outlined in Federal Specifications 1-5-137.
- It reduces glare, won't stretch or shrink, won't stain, never needs painting, resists seashore climates, heat, moisture and industrial fumes.

But these are only a few of its many advantages which offer you exceptional opportunities for more sales and profits. For the complete story on USS CYCLONE FIBERGLAS SCREENING, just fill in and return the convenient coupon.

CYCLONE FENCE DEPARTMENT • AMERICAN STEEL & WIRE DIVISION,
UNITED STATES STEEL CORPORATION

Waukegan, Illinois • Sales Offices Coast-to-Coast • Pacific Coast Headquarters, Oakland, California
United States Steel Export Company, New York

USS Cyclone FIBERGLAS® Screening

UNITED STATES STEEL

These two famous names combine to give you quality Fiberglas Screening.

USS CYCLONE SCREENING is also available in Aluminum, Bronze, and Galvanized.



Write for our free descriptive literature today

Cyclone Fence, Dept. DD-107, Waukegan, Ill.

Please send me complete information on USS CYCLONE FIBERGLAS SCREENING.

Also on ☐ Aluminum Screening
☐ Bronze Screening
☐ Galvanized Screening

Name

Company

Address

City State

CATALOGS & BULLETINS

(Continued from page 58)

South Bend Toy Manufacturing Co., South Bend, Ind.

Circle No. A12 on coupon, pg. 100

Home and Garden Equipment. Six catalog pages, available separately or complete in manila file folder, describe the complete Jackson line. The sheets feature Ace barrow on front, Jax barrows on back; Lawn Sprayer, stakes, and lawn edger; Imp barrow, garden barrows; lawn rollers, Jumbo barrow; lawn and garden carts, 2-in-1 Spreader-Cart; and lawn spreaders and commercial distributors. Jackson Manufacturing Co., Harrisburg, Pa.

Circle No. A13 on coupon, pg. 100

Sanding Kit. For insertion in standard binders, a catalog sheet is offered which describes and illustrates the Model 700K complete electric powered Sanding Kit. The sheet is in color and shows all the features of the kit, which retails for \$16.95. The kit includes the sander and polisher, in a metal case; a supply of sandpaper; and a polishing cloth. Weller Electric Corp., Easton, Pa.

Circle No. A14 on coupon, pg. 100

Pumps. A loose-leaf catalog, No. 1, of the complete Commander line of water pumps, water systems, and sump pumps is available. The line includes jet, submersible, and piston-type pumps in a wide variety of shallow well, convertible, and deep well models. The Tait Manufacturing Co., 200 Detrick St., Dayton 1, Ohio.

Circle No. A15 on coupon, pg. 100

Screw Anchors. Separate catalog sheets in two colors describe and illustrate Molly screw anchors, Molly utility plug, and Molly Hi-Speed Installer. Molly Corp., Reading, Pa.

Circle No. A16 on coupon, pg. 100

Buying Guide. A four-page guide to better buying contains a complete stock list of materials that are available from all Southern States Iron Roofing Co. warehouses. Southern States Iron Roofing Co., P. O. Box 1367, Atlanta 1, Ga.

Circle No. A17 on coupon, pg. 100

Oilers and Cans. A catalog illustrating and describing the company's entire line of oilers, safety cans, and oil and gasoline containers is available in two forms, No. 55 General Catalog, and No. 55C Condensed Catalog. Eagle Manufacturing Co., Charles St., Wellsburg, W. Va.

Circle No. A18 on coupon, pg. 100

Door Hardware. A booklet illustrating door hardware items contains compact technical information and provides answers to customers' "most asked" questions. The 12-page book-

let, #A-91 Lumberman's Catalog, is in color. Richards-Wilcox Manufacturing Co., Aurora, Ill.

Circle No. A19 on coupon, pg. 100

Insect Wire Screening. A revised edition of the brochure "Selling Insect Wire Screening at Retail" is available. The growth and importance of aluminum insect wire screening, which was not a commercially standard item when the earlier editions were printed, is emphasized in the revised text. Insect Wire Screening Bureau, 75 West St., New York 6, N. Y.

Circle No. A20 on coupon, pg. 100

Clamps. Much text material on selection, care and use of Jorgensen and Pony Clamps in addition to regular catalog material appears in a 32-page catalog. The catalog is in color and covers "C" clamps, clamp fixtures, bar clamps, handscrews, press screws, etc. Condensed catalogs and pages for house and salesman's use are also available. Adjustable Clamp Co., 437 No. Ashland Ave., Chicago 22, Ill.

Circle No. A21 on coupon, pg. 100

Marine and Outdoor Products. Complete information and detailed illustrations on the 1957 line of Tapatec outdoor products are shown in an 8½" x 11" full-color folder. Marine safety products are featured in a six-page folder containing complete descriptive material. Illustrations are in full, natural color and pertinent facts such as size, style, colors, shipping weights, etc., are listed. The American Pad & Textile Co., So. Washington St., Greenfield, Ohio.

Circle No. A22 on coupon, pg. 100

Fastener Wall Chart. An indexed price list of standard bolts, screws and nuts made up into a 7 x 11 illustrated wall chart for dealers is available. Price lists for each type are shown individually on succeeding pages of the 10-page chart. Pages are cut so that a drawing and label for each type appear as the cover and tab index of the wall chart. The user opens the chart to find a table of R B & W's list prices and a corresponding table on which the dealer enters retail prices. Russell, Burdall & Ward Bolt and Nut Co., Port Chester, N. Y.

Circle No. A23 on coupon, pg. 100

Aluminum Furniture. The Delighter 4-color catalog featuring the 1957 line of aluminum casual and summer furniture is available upon request. Universal Converting Corp., Dept. 1957C, Sawyer St., New Bedford, Mass.

Circle No. A24 on coupon, pg. 100

Aluminum Reflective Insulation. A 4-page, 8½ x 11-inch, 3-color brochure has been issued to describe the advantages of Reynolds Aluminum Reflective Insulation — paper covered with aluminum foil on one side (Type B) or both sides (Type C). Application instructions are included in the brochure plus facts concerning the economy of the product and where it can be used best. Request Form BP 315 F. Reynolds Metals Co., 2500 So. Third St., Louisville, Ky.

Circle No. A25 on coupon, pg. 100

Store Displays. Each type of display item from ticket holders to complete display units is fully illustrated and described in a catalog which contains much information on display assembly and modern store engineering. Reeve Co., 9249 East Bermudez St., Rivera, Calif.

Circle No. A26 on coupon, pg. 100

Chains. A catalog sheet, in color, which describes the advantages of "Measure-Mark" chain, is available. The chain is marked every five feet for exact measurement and is color-coded for instant identification of chain grade. The catalog sheet illustrates the different type chains and spotlights the color marking. Detailed information and specification charts are given also. Campbell Chain Co., York, Pa.

Circle No. A27 on coupon, pg. 100

Industrial Fasteners. A 44-page condensed catalog covering the company's line of bolts, nuts, rivets, screws and other industrial fasteners is available. The catalog is 5½ x 9 inches and contains illustrations, sizes, packaging information and prices on the most popular items in the line. Clark Bros. Bolt Co., Milldale, Conn.

Circle No. A28 on coupon, pg. 100

Woodenware. Woodenware items such as bowls, trays, forks, spoons, mauls, etc., are described and illustrated in a catalog available to dealers. The cover page carries a listing of the special lines which include Oblong Trays, Early American, Supreme Finish, Liquid Proof, Sealrite, Old Colonial-Walnut Finish, Parafined (Waxed) Hardwood, and Caesar Finish lines. A brief description is given of each. J. Shepherd Parrish Co., 201 N. Wells St., Chicago 6, Ill.

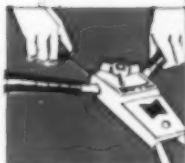
Circle No. A29 on coupon, pg. 100

Fishing Reels. A four-color brochure, picturing and describing the 1957 line of Langley spinning and casting reels, is offered to the trade. No price increases are noted among spinning reels, which range from \$17.95 to \$37.95. The Model 505 Langley Shorty casting reel with nar-

(Continued on page 62)

These New **MOTO-MOWER**® Features Will Sell Mowers for You!

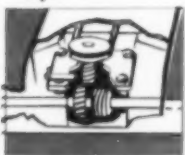
New!



**FINGER-TIP
E-Z STARTING**

A sensational new feature everybody wants! Puts the starting-rope handle right at your finger tips for safe, easy starts.

Exclusive!



**ENCLOSED
"POWER-FLO"
TRANSMISSION**

A smooth flow of power self-propels the mower at any desired speed—responds instantly to the Dial-A-Matic finger-tip controls.



Exclusive! **DIAL-A-MATIC®
FINGER-TIP
DASHBOARD CONTROLS**

Give full engine range at your finger tips for STOP, START, RUN, and CHOKE—plus FORWARD SPEED and FREE-WHEELING on self-propelled models.

The Line with the
DIAL-A-MATIC
Features



This Sensational Preferred Dealer Plan Gives you More Profit from Every Sale:

- ★ Extra 5% **EARLY-BUY DISCOUNT** (on orders by Dec. 31st)
- ★ Non-recourse, Non-reserve **FINANCE PLAN** (Available in most states)
- ★ 50/50 Dealer **CO-OP ADVERTISING PLAN**
- ★ Gigantic **NATIONAL ADVERTISING PROGRAM**
- ★ Big Kit of **FREE DISPLAY MATERIALS** and **LITERATURE**
- ★ Powerful **SALES PROMOTIONS** throughout the Year
- ★ Backed by Over 2,000 **AUTHORIZED SERVICE STATIONS** to assure Customer Satisfaction

Exclusive!



**DIAL-A-MATIC®
CUTTING-HEIGHT ADJUSTERS**

Just a touch of your finger on the Dial-A-Matic lever changes cutting heights in one second—anytime, anywhere—without tools.

Plus Many Other Deluxe Features, including...

Complete line of 18" and 21" Staggered-wheel Pusher-type and Self-propelled Rotaries, and 18" and 20" Ultra-modern Reel-type Mowers.

- ★ Vario-Mow Blade Design
- ★ New Type Friction-Disc Safety Clutch
- ★ Non-Scalping Design
- ★ Close Trimming, Both Side and Front

- ★ Famous Briggs & Stratton 4-cycle engines, with silent mufflers
- ★ Lightweight, Non-rusting Cast Aluminum Decks

A Great Traffic-Building Promotion Deal **THE MOTO-MOWER SOIL TEST KIT**

Offer this sensational Soil Test Kit FREE to your customers with the "Cavalier"—or any other Moto-Mower model. Build store traffic, get the lion's share of the mower business in your territory. A regular \$5.95 value, it's available to you at a price so low you can give it away!

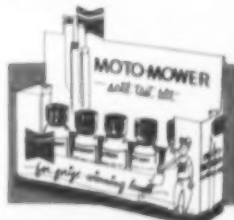
24" ROTO-RIDE

The World's Finest Riding Rotary

Loaded with exclusive features—the mower your customers have been waiting for! Only ROTO-RIDE has Blade Control and Lock-Out, Clutch and Automatic Brake Foot Control, and "Power-Flo" Heavy-Duty Transmission.



SEE US AT THE
NATIONAL HARDWARE SHOW
BOOTH 743



Moto-Mower Division
Detroit Harvester Co., Richmond, Ind.
Please send complete Preferred Dealer Plan for 1958 and full-color, descriptive literature on the 1958 Moto-Mower Line.

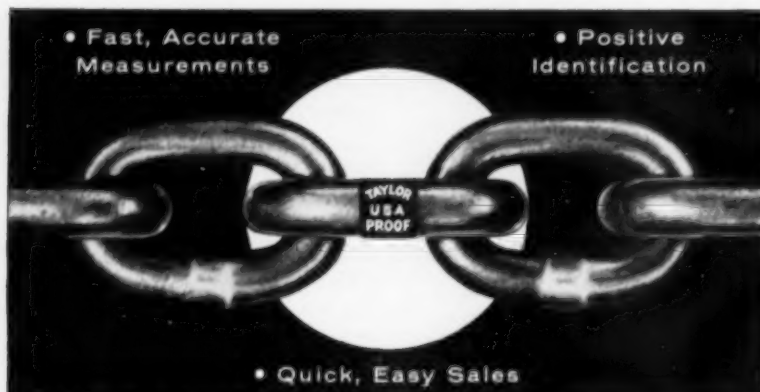
Name _____
Store Name _____
Address _____
City _____ Zone _____ State _____

AMERICA'S first AND finest POWER MOWERS

TAYLOR MADE CHAIN is

tape-measured

and **color-coded**



BBB color coded RED
PROOF COIL .. color coded GREEN
HI-TEST color coded BLUE
ALLOY color coded ORANGE

Taylor's color-coding and tape-measuring help you and protect you three ways. Chain is color-coded for grade. Taylor's famous brand name and the grade is clearly printed on each tape. Colored tapes are located at five-foot intervals. The obvious result is more satisfied customers, fewer costly mistakes in grade and length... faster sales and more chain profits for you!



BBB, PROOF COIL packed in handy metal **TAYPAILS**

TM Taypails with Color-coded and Tape-measured BBB and Proof Coil Chain are best sellers with jobbers and dealers everywhere. Stack easily for effective mass displays—hold approximately 100 pounds of 3/16", 1/4", 5/16" or 3/8" TM BBB or Proof Coil Chain.

Advertised in *Business Week*, *Steel* and other leading business publications.



Chain is our specialty, not our sideline!

TAYLOR MADE

A GREAT NAME IN

Chain

SINCE 1873

S. G. TAYLOR CHAIN CO., INC.
 Box 509, Hammond, Indiana
 3505 Smallman St., Pittsburgh, Pa.

row spool, shell-shaped housing and natural alumanite finish, is back in production and retails at \$7.95. The Fisherman's DeLiar now is manufactured only in green crackle finish—Model 208 retailing at \$2.00; Model 228 at \$2.50. Langley Corp., 310 Euclid Ave., San Diego 14, Calif.

Circle No. A30 on coupon, pg. 100

Project Book. Twenty-five do-it-yourself wood-working projects have been made up in loose-leaf manual form with a cover and are being offered to home workshop enthusiasts. Each wood-working plan is blue-printed thoroughly on a self-contained sheet. Detailed instructions and diagrams with descriptions are included. Selection of tools and lumber is covered in the booklet with the company emphasizing the use of its own glue product, Rogers Glue. Rogers Isinglass & Glue Co., Gloucester, Mass.

Circle No. A31 on coupon, pg. 100

Deming Sales Aids. An 8-page, 4-color bulletin illustrates the complete line of sales aids and materials available to Deming pump dealers and distributors. The bulletin shows and describes Deming direct mail pieces; letterheads; mailing cards; broadsides; leaflets; booklets; blotters; window cards and streamers; satin banners; clocks; tacker; bracket and road signs; identification labels; decalcomanias and displays. The company furnishes all mailing pieces free and pays postage on the first 200 used by a dealer. Most other materials are also free. Remaining pieces are furnished at cost. The Deming Co., Salem, Ohio.

Circle No. A32 on coupon, pg. 100

Cleaning Supplies. "How to Display and Merchandise Cleaning Supplies for Profit" is the title of a six-page color folder offered to dealers as an aid in setting up a cleaning supplies center. Ox Fibre Brush Co., Frederick, Md.

Circle No. A33 on coupon, pg. 100

Sprayers and Dusters. Available on request is a catalog covering the company's complete line of hand, continuous, compressed air knapsack, bucket, wheelbarrow and barrel sprayers. The catalog also covers hand and crank powder insecticide dusters. A circular on the Indian Fire Pump, a portable, back-pack type fire extinguisher, is offered also. D. B. Smith & Co., 428 Main St., Utica, N. Y.

Circle No. A34 on coupon, pg. 100

Hardware Chain. A well illustrated and informative folder, describing the complete line of ACCO chains for a multitude of domestic and industrial requirements is available. The 16-page folder, DH-176-A, contains data on construction features, applications, packaging, weights and other

NOW **Red Devil** ADDS

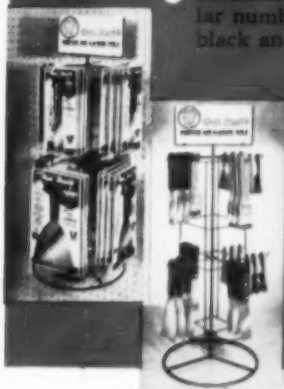
SUPER SELL



TO A RED-HOT LINE

Here, on a free ready-assembled unit, is the most profitable little painters' cutlery department you ever saw.

- All knives colorfully carded, each card packed with "Do It Yourself" hints.
- All knives vacuum-packed in transparent plastic peel-off skin. They stay mirror-bright, factory fresh.
- Free permanent display comes with 30-knife carded assortment and there is room for 20 more Red Devil Tools of your own choosing.
- Balanced inventory of the 5 most popular numbers in Red Devil's fast-moving black and gold, Tenite-handle P-13 line.
- Two-way Merchandising. Stand revolving display on counter, hang it on peg board.
- Low Investment. Your total cost for the 30-knife assortment is just \$19.35 at Red Devil's standard 40% discount and the permanent metal display costs you nothing!



Order This NEW A-20
Display Assortment
From Your
Wholesaler Today

		Your Cost Each	List Price
Putty Knives	¼ doz. P-13 — 1¼" FV Flexible	\$.51	\$.85
	½ doz. P-13 — 1¼" SV Stiff	.45	.75
Wall Scrapers	½ doz. P-13 — 3" FV Flexible	.75	1.25
	½ doz. P-13 — 3" SV Stiff	.69	1.15
Broad Knife	¼ doz. P-13 — 5" FV Flexible	1.14	1.90
Shipped complete with A-20 metal display rack pictured. Height overall 28". Shipping weight 13½ lbs.		Total list price	\$32.25
		Your cost	19.35
		Your profit	\$12.90

40%

When ordering back-up stock for this unit, use identification numbers above to be sure of getting carded knives.

Red Devil Tools.

Union, N. J. • U. S. A.



Only Red Devil
brings you **FULL PROFIT*** on all these lines!



**Full profit from a full 40% dealer discount on all hand tools, multiplied by maximum sales volume—from selling a line that's made right, priced right, displayed and packaged right... and known to all your customers (professionals, handymen, hobbyists, and millions of home owners) through long use and years of hard-hitting national advertising.*

Chances are you sell some Red Devil product now. Why not ask your jobber salesmen about other full-profit Red Devil lines?

Red Devil Tools.
Union, N. J., U. S. A.

**KING HARDWARE'S DEALERS
HAVE CUSTOMERS WHO
WHISTLE WHILE
THEY WORK**

with famous

MASTERCUT MOWERS!

...and no wonder!
There's a fine Mastercut
Mower to do every homeowners
lawn cutting job...trouble-
free and at a price
his family budget
can survive.



MINE'S A MASTERCUT

Let your King Hardware Salesman
Book Your Orders NOW for this
fine line of Power Mowers!

KING HARDWARE COMPANY

490 MARIETTA STREET
ATLANTA, GA.

The BIG name for BIG PROFITS

21
GREAT CALLS
MAKE



OLT'S THE BIG NAME IN GAME AND BIRD CALLS

Sales are easy, profits quick when you display OLT Calls, the greatest name in game and bird calls. Millions of hunters have come to depend on OLT Calls to help bag their limits. And after 50 years of proven performance, the demand continues to grow each year. ORDER NOW! Display OLT Calls in our attractive, sales making counter display package.

NEW 0-32 REGULAR PHEASANT CALL

Latest addition to the OLT line. Realistically reproduces the crow of a cock pheasant. List price \$7.75. Get ready for red-hot sales! ORDER NOW!



AMERICA'S MOST COMPLETE LINE
OF HARD RUBBER CALLS!



A-50 Canadian Hawk Call\$5.25



D-2 Regular Duck Call\$2.50



J-15 Duck Call\$1.85



S-8 Perfect Squirrel Call \$3.75



L-22 Regular Goose Call\$2.75



R-25 Perfect Deer Call\$3.75



Q-30 Perfect Quail Call\$3.25

E-1 Regular Crow Call\$2.75

V-16 Crow Call\$1.85

A-5 Perfect Goose Call\$4.25

C-3 Perfect Mallard Call\$4.25

P-17 Regular Squirrel Call \$2.75

W-12 Pintail Widgeon Call \$2.75

N-27 Perfect Coon Call\$3.25

K-11 Big Water Duck Call \$3.75

B-4 Adj. Game Bird Call\$4.25

F-6 Two-Tone Turkey Call \$2.75

M-9 Perfect Crow Call\$3.75

G-7 Regular Hawk Call\$2.75

T-20 Fox-Coyote Call\$2.75

Plus Popular OLT Calling Instruction Records

The Duck, Goose, Fox-Coyote, Crow and Squirrel Calling at \$2.00 to \$2.50 per Record.

A NEW Salesmaker OLT'S RECOIL PAD

New design eliminates hard ridge in center of pad, spreads and cushions shock over entire shoulder. Made of Neoprene, pad is not affected by oils, solvents, sweat or weather. In red or brown. List price \$3.25.

OLT's Duck Decay Anchor Cord
95c for 84 foot loop—1 dozen loops to display package.

Nationally Distributed Through Jobbers!



PHILIP S. OLT Co.

OLT'S

Dept. A-6

Pekin, Illinois

NUMBER ONE

Source for
Upholstery Nails • Glides
Ball Casters
AMERICAN TACK COMPANY

Where one-stop buying really pays off!



MET-L-ART Upholstery Nails

Cello-wrapped for greater visibility...lets customer make his selection with a minimum of sales help! Most complete line of styles and finishes.



MET-L-ART 3-Prong Furniture Glides



Colorful see-thru cellophane-wrapped boards increase sales, cut inventory loss! Case-hardened, highly polished, nickel-plated. In five best-selling sizes, 1/2", 3/4", 1", 1 1/4", 1 1/2".



"NAIL-IT-ON" Ball Bearing Casters

The only nail-point ball casters on the market! Casters hammer in easily, stay in, roll smoothly on all surfaces! Fit all furniture legs. Packaged on eye-catching, colorful display card!



Use this handy coupon to send for free samples and price list:

Please send me free samples and price list on items above:

Your Name _____ Title _____

Company Name _____

Address _____

City _____ Zone _____ State _____



only RESULTS really count
...and *Coral King* pays off!

- the premium quality line that gives dealers more profit
- the "impulse sale" line that gives fishermen more and bigger fish

***Coral King*® by sunset fishing lines**
 Petaluma, Calif.  Florence, Ala.

© 1957, Sunset Line & Twine Co.



Mr. Dealer,

This colorful 2 $\frac{3}{8}$ " x 7" counter display will stop store traffic

It's not the size, but the dynamic combination of form and color that attracts the eye and arrests the attention of a passer-by. The new FLETCHER glass cutter display does just this as you will readily admit when you see it. It has brilliance to command attention and harmony to invite a closer inspection.



STANDS ON COUNTER HANGS ON WALL

Impulse buying has here-to-fore not been associated with glass cutters. Stand the new FLETCHER display on a counter or hang it on a wall panel and watch the change in buying habits. Your glass cutter stock will melt away surprisingly fast.

IMPORTANT WHEEL IMPROVEMENT

Every FLETCHER glass cutter is now equipped with the recently improved LUBRICONE IMPINGED wheel. These are longer lasting, smoother cutting, dependable wheels, and cost no more than ordinary wheels. LUBRICONE IMPINGEMENT is an exclusive FLETCHER feature. Try them and you will recognize the difference.

PLUS THE TRADE MARK . . .



REG. U. S. PAT. OFF.

. . . THAT GUARANTEES SATISFACTION

THE FLETCHER-TERRY COMPANY
915 SOUTH STREET • FORESTVILLE, CONN.

general information. American Chain Division, American Chain & Cable Co., Inc., York, Pa.

Circle No. A35 on coupon, pg. 100

Tapes and Tape Rules. Colorful catalog pages cover the company's complete line of hardware items which includes all types of steel measuring tapes and tape rules from 3- to 100-feet, and augmented by woven tapes, plumb bobs and hand levels. The pages are illustrated and give outstanding features of each item, plus packaging information, weight, prices, etc. Keuffel & Esser Co., Adams and Third Sts., Hoboken, N. J.

Circle No. A36 on coupon, pg. 100

Fishing Tackle. A 48-page book, largely in color, illustrates South Bend's 1957 line of rods, reels, lines, and lures. Special numbers featured are 12 SpinCast model rods as well as several solid glass spinning rods; a series of general purpose two-handed spinning rods which head the salt water hollow glass items along with the four new Salmon and Steelhead rods; a "Saber-Glass" series of trolling rods; the thumb-controlled Spin-Cast 77 reel; the "Banshee" floating fly line and the "Commando" casting-trolling line. South Bend Tackle Co., Inc., 1108 South High St., South Bend 23, Ind.

Circle No. A37 on coupon, pg. 100

Pre-Measured Chain. A catalog page, in color, is available describing a color-coded plastic measuring lengthmark to provide quick identification for Proof Coil, BBB Coil, and High Test Chain. The three types are marked every 10 feet by green plastic color bands on Proof Coil, red color bands on BBB Coil, and blue on High-Test Chain. A matching color-coded End Tag is attached to the free end of the chain in each container which is imprinted to show the size and grade of the chain. The End Tag is for convenient locating of the free end of the chain and is re-attachable after each use. The tag's reverse side may be used for recording the balance of chain in the container. Hodell Chain Co., Cleveland 3, Ohio.

Circle No. A38 on coupon, pg. 100

Window Glass. A 12-page catalog entitled "Sales Aids for 1956-57" is offered. The catalog illustrates and briefly describes the various merchandising helps for dealers. Libbey-Owens-Ford Glass Co., 608 Madison Ave., Toledo 3, Ohio.

Circle No. A39 on coupon, pg. 100

Padlocks. Padlocks to meet every need are described in a 20-page catalog which features actual size illustrations of the company's entire line. Included for the first time is a section on special long shackle padlocks. Also described are two newly



Discover the DOLLARS in SCENTS!

Stock these famous Hunting and Training Scents *that Sell Themselves!*

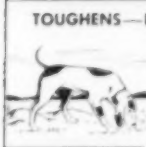
NATIONALLY ADVERTISED—TESTED AND APPROVED BY LEADING AUTHORITIES

National BUCK SCENT



ATTRACTS DEER—ELIMINATES HUMAN ODOR. A few drops on cap and shoe soles will encourage deer to follow hunter's trail. Apply to brush, trees or rocks, and wait for the big one! Dealer \$1.80 Retail \$3.00

National BLUE FOOT



TOUGHENS—HEALS—PROTECTS DOGS' FEET World-famous Blue Foot is the ideal first-aid application for a hunting dog's tender feet. A scientific compound that restores pads quickly. Simple application. Dealer \$1.80 Retail \$3.00

THESE FAMOUS PET SCENTS

ARE "NATURALS" For Every Dog Owner

HEAT-X Nullifies mating odor of female in season. Eliminates distractions on hunt. Full period protection. A harmless powder. Dealer \$1.20. Retail \$2.00. (A)

DOG-WICK Stops dog and cat damage. Protects lawns, furniture, garbage pails, etc. No mixing or spraying. 20 wicks. Dealer 60c. Retail \$1.00. (B)

HOUSEBREAKING SCENT A few drops encourage dog or puppy to "answer nature's call" in a specified place. Immediate response—harmless. Dealer \$1.20. Retail \$2.00. (C)

PET-VET First aid for pets; a hunting dog must! Wonderful for cuts and bites. Stops bleeding, prevents infection, promotes healing. Dealer 60c. Retail \$1.00. (D)

SCENT PARFUM Kills fleas and odors. Non-injurious, eliminates smelly medicinal remedies and messy powders. Dealer 60c. Retail \$1.00. (E)

FREE DISPLAY RACK

FREE WITH ORDER OF 12



SELLS BY ITSELF

Displays 12 unbreakable bottles on vivid 3-color bubble-pack cards. Each colorful display brings you up to \$17.40 profit every turn-over! Requires only 10" of counter space.

EARN AN EXTRA \$3.00 PROFIT PER DOZEN! Enclose payment with initial order and get additional bottle free.

National BIRD DOG SCENTS

PHEASANT - DUCK - QUAIL

Remarkable concentrated formulas enable owners to quickly and easily train their sporting dogs. Develops dogs' sense of smell. Speeds, simplifies and improves training of all sporting dogs, report experts. No drags or dummies needed, just apply selected scent to old piece of cloth or canvas.

Dealer \$1.80 Retail \$3.00 4 oz.



National Animal TRAIL SCENTS



Used to quickly train sporting dogs to trail whatever animals their owners desire! Scent leaves a real live game "Hot Trail." Available in these individual scents: RABBIT • BOBCAT • OPOSSUM • SQUIRREL • COYOTE • DEER • SKUNK • MINK • BEAR • FOX • LION • COON

"One of a trainer's greatest aids," declares an authority on dogs. Dealer \$1.80 Retail \$3.00 4 oz.

National BREAKING SCENTS



Works just the reverse of trailing scents. Used to easily stop dogs from running undesired animals. Humane—effective—recommended by thousands. Available in these individual scents:

OPOSSUM • COYOTE • SQUIRREL • BOBCAT • MINK • DEER • SKUNK • RABBIT • FOX • LION • BEAR • COON

Used by professionals, government hunters and amateurs since 1928. Dealer \$1.80 Retail \$3.00 4 oz.

ALSO! TRAPPING SCENTS AVAILABLE—ASK FOR DETAILS
CLIP THIS COUPON AND MAIL TODAY!

PACIFIC COAST SCENT CO.

10660 Stanford Ave. Garden Grove 16, California

Please send me—POSTAGE PAID:

☐ dozen Training Scents (assorted).

☐ dozen Training Scents—made up as listed (attach list on separate sheet).

☐ individual Training Scents per attached list at \$1.80 per bottle.

☐ Pet Scents per attached list.

All Scents \$21.60 per dozen—\$1.80 per bottle—retail price \$3.00. Except Pet Scents (Items A - B - C - D - E) Dealer's cost listed above.

Business Name _____

Address _____

City _____

Zone _____

State _____

JOBBER INQUIRIES INVITED

ALL PRODUCTS
GUARANTEED
IMMEDIATE SHIPMENT
FOR THE
HUNTING SEASON

Beat Competition with **MOW** *Cycle* for '58



NEW FEATURES! NEW STYLING!

Mow Cycle "24" (shown above). 3½ HP. 4-cycle Clinton Engine. Variable Speeds, forward and reverse gear. Speeds 0 to 6 MPH. Blade Clutch. Full line of attachments. List price "24" - \$234.25; with mowing attachment - \$259.50.

Mow Cycle "25". Heavy Duty model. Tractor Type Design. 4 HP. 4-cycle Clinton Engine. Variable Speeds, forward and reverse, 0 to 6 MPH. Blade Clutch. Full line of attachments.



Mow Cycle "Cadet". The economy model, for mowing only. 3½ HP. 4-cycle Clinton Engine. List price "Cadet" - \$174.25; with mowing attachment - \$199.50.

Mow Cycle, the original, gives you a complete line, advanced engineering and design, sensational new features and low prices—everything you need to meet and beat any and all competition in riding lawn mowers.

More horsepower. Variable Speeds, forward and reverse; Blade Clutch; 4-wheel stability—and many other pace-setting improvements!

National Advertising in big-name consumer publications, reinforced by local promotion. Low prices to speed turnover, with discounts to make Mow Cycle the Profit Line for you!

Mail Coupon TODAY!

Musgrave, Inc., Dept. F, Springfield, Ohio

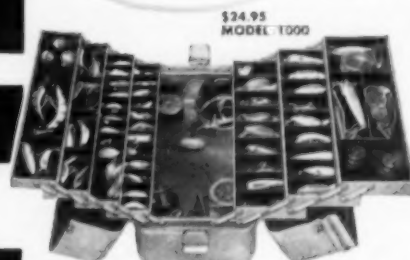
Please send trade information on the MOW CYCLE line.

Name _____
Street _____
City _____ Zone _____ State _____

UMCO

FAMOUS FOR THE

Features Fishermen Want!



It Pays to Sell America's leading tackle box line!

The new Model 1000 Hip-Roof combination tackle and spin box above, illustrates famous UMCO design at its best. Streamlined Aluminum case has 7 cantilever trays with lure-guard tray liners and 53 lure compartments—22 for bait casting plugs, 31 for spin lures. Large storage area below trays for reels and tackle. Case has embossed leather grain finish, 2 positive action locks, finger fitting handle.

Only UMCO Aluminum and Royalite Tackle and Spin Boxes have all the bonus-quality features fishermen want—that's why more and more dealers sell the UMCO line each year!

WINNER OF THE
DOLPHIN AWARD!
INDUSTRY'S
HIGHEST HONOR



\$14.95
MODEL 203
SPIN BOX



\$17.95
MODEL 204R
TACKLE BOX



\$10.50
MODEL 52
COMB. TACKLE BOX



\$11.95
MODEL 43
COMB. TACKLE BOX



\$10.95
MODEL 400
TACKLE BOX



\$6.95
MODEL 30
TACKLE BOX



\$2.95
MODEL 10
PORT-A-TRAY



\$2.95
MODEL P-9
POCKET BOX

24 TACKLE AND SPIN BOXES TO CHOOSE FROM



Ask your jobber or write for information

UMCO CORPORATION

1717 - 4th AVENUE SOUTH MINNEAPOLIS, MINNESOTA

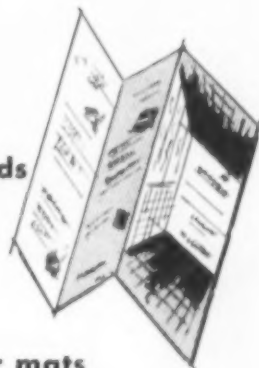
Rack up new profits now

with the new FLINTKOTE ATLAS BUILDERS ADHESIVES



use ... new self-selling
display rack!

... new sales aids
literature



... new newspaper mats
and direct mail



Easy to sell because they fill every need for applying
Wall ... Floor ... Ceiling materials.

Flintkote ATLAS brand quality adhesives are re-
search-controlled. They provide ideal plasticity for
easy workability, fast bonding or long open time
where needed.

This famous line now from one source has a good deal
to offer you. Consistent profits, good turnover ... and
satisfied customers.

See your distributor for complete details, or write The
Flintkote Company, Atlas Adhesives Division, 30
Rockefeller Plaza, New York 20, N. Y.

HERE ARE ITEMS YOU CAN SELL

- WALL TILE CEMENT**—White—for Plastic and Metal Tile
- WATERPROOF ADHESIVE**—for Linoleum, Cork and Rubber Flooring
- ASPHALT TILE CEMENT**—Cutback Type
- ACOUSTICAL TILE AND WALLBOARD CEMENT**—for ceilings and walls
- LINOLEUM PASTE**—standard for 40 years
- QUICK-SETTING FLOOR TILE ADHESIVE**—Rubberized, apply by trowel or brush
- COVE BASE CEMENT**—for rubber, flexible vinyl or asphalt types
- TILEBOARD CEMENT**—for plain or enameled hardboards
- ASPHALT PRIMER**—for metal and masonry construction
- ASPHALT EMULSION**—for underlayment mixes and asphalt tile adhesive

FLINTKOTE ATLAS ADHESIVES



**most people
still want quality!**

**that's why it
always pays
to sell
GREENLEE**

The minute you hand a GREENLEE tool to a customer, he can "feel" the fine quality and extra workmanship that go into its making. Every GREENLEE tool is carefully formed and finished for accuracy and correct cutting edges . . . and properly heat-treated for strength and long life. Built to do day-in, day-out hard work swiftly and cleanly, GREENLEE tools bring *lasting* satisfaction. This means that more customers keep coming back to you for more fine tools, when you sell GREENLEE. Line includes famous GREENLEE 22 Solid-Center Auger Bits . . . Electric-Drill Bits . . . Expansive Bits . . . Chisels . . . Gouges . . . Turning Tools . . . Drawknives . . . and many more. Ask your wholesaler, or write for free, new complete catalog.



**FREE! HAND TOOL
PROFIT CHART**

Quickly converts cost per dozen of various items into unit cost. Gives profit percentages on selling prices and on costs, to help you rapidly figure your markups. Tells your profit story in seconds. Free to hardware and building supply dealers . . . send request on your letterhead.

GREENLEE TOOL CO.
1830 HERBERT AVE., ROCKFORD, ILL.

designed super security padlocks which have an extra short shackle clearance of only 1/2-inch. Other sections of Catalog #56 describe Master's Special Service Department, as well as Master's padlock and bike-lock display boards. Master Lock Co., Milwaukee 45, Wis.

Circle No. A40 on coupon, pg. 100

Sprinklers. An initial order by dealers for Rain Jet Sprinklers includes a set of price lists and specification sheets for coverage planning and installation information. Each shipment also includes a supply of envelope stuffers. Rain Jet Corp., 6253 Hollywood Blvd., Hollywood 28, Calif.

Circle No. A41 on coupon, pg. 100

Time Payment Plan. A folder is available to all interested dealers describing its "Mow Now — Pay Later" Time Payment Plan. The company points out that the plan is simple in operation, there is no recourse to the dealer, and the dealer receives prompt and full payment for each Time Payment Foley mower sale he makes. Foley Manufacturing Co., 3300 5th St., N. E., Minneapolis 18, Minn.

Circle No. A42 on coupon, pg. 100

Farmers and Ranchers Handbook. Information essential to successful farm operation and items of interest to every member of the family are included in the complete 72-page full color catalog of USS Steel Products for farm and home. Fencing, roofing, and siding receive special coverage with numerous illustrations, application helps, specification charts, and "how to" instructions. General information on care of animals, tips on electricity, fish ponds, etc.; the use of nails; information about building materials; and an offer of free building plans for various types of farm structures are among the topics discussed. Tennessee Coal & Iron Division, Fairfield, Ala.

Circle No. A43 on coupon, pg. 100

Galvanized Ware. The complete line of hand-dipped galvanized ware for home, farm, industrial, and institutional use is described in a 20-page bulletin entitled "Wheeling Hand Dipped Ware." Capacities, dimensions, and shipping weights for each of the items are included; items include pails, buckets, rubbish burners, coal hods, etc. Wheeling Corrugating Co., Wheeling, W. Va.

Circle No. A44 on coupon, pg. 100

Firearms. An expanded firearms catalog, available to the trade, gives detailed specification information, prices, etc., on the complete Mossberg line of rifles, shotguns, telescope sights, and Covey hand trap. It includes information on the company's two newest models — the No. 140B 22 cal. combination sporter-target rifle and the No. 173 single shot, 410 gauge, top-loading shotgun priced to

Music to Your Ears...

The SIEBERT HIT PARADE of VALUES

HOLDS THE NO. 1 BEST SELLER SPOT COAST-TO-COAST
Young America's choice — Your choice for BIG volume sales

**763-6
Doll Stroller**
"Oh, what gorgeous style
Every lass you beguile."



7-61 Velocipede
"You're so safe, so new
A pal that's true."



**732-1
Doll Carriage**
"You get the
glad-eye
From every
passer-by."



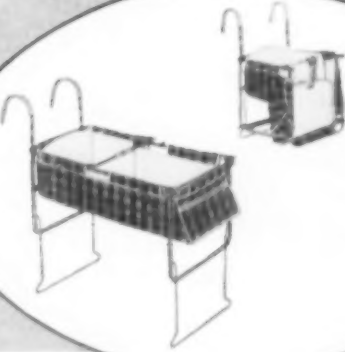
7A-18 Train-a-Bike
"Rugged and sure
You've got 3-way allure."




**5713
Dancer Stroller**
"Strong and dazzle-bright
You're baby's
safe delight."



**7CB-303
Car beds,
auto seats**
"Embrace me,
my wonderful you
You're comfort
through and
through."



"When you sell Siebert,
you sell the best
Your profits soar,
'cause you sell more."

Siebert formula for
BIGGER SALES and BIGGER
PROFITS

SIEBERT

GARDNER, MASS.

WRITE DEPT. SH-10

PERMANENT SHOWROOMS

SPACE 1537, AMERICAN FURNITURE MART, CHICAGO
SPACE 303, NEW YORK FURNITURE EXCHANGE, NEW YORK
SOUTHERN PLANT — ALEXANDER ST. & VICTORY BLVD., PORTSMOUTH, VA.
SPACE, 5TH FLOOR SOU. FURN. EXPOSITION BLDG., HIGH POINT, N. C.

FREE!

AMES REVOLVING
TOOL DISPLAY



#ARTD

Here's an offer that's bound to make money for you... a handsome revolving display rack with proven selection of quality Ames tools to increase impulse sales. Sturdy all-metal unit (16" narrow and 23" low) shows 36 Ames chrome-ferruled, Burntcote-handled tools to add striking beauty to any counter.

CONSUMER TESTED TOOL ASSORTMENT

8 Regular Trowels (AT)	3 Weeders (ALW)
6 Transplanting Trowels (ATT)	3 Cultivator Hoes (AH2)
5 Spading Forks (ASF)	3 Weeding Hoes (AWH)
5 Cultivators (AC3)	3 Hand Rakes (AR5)
36 Tools—Retail Value	\$28.44
Revolving Display Unit	4.00
VALUE TO YOU	\$32.44
YOU PAY ONLY	\$19.08

O. AMES CO.

PARKERSBURG,
WEST VIRGINIA



Ames also manufactures the famous Ames Maid metal household furniture and the new line of Ames-Aire casual furniture

50,000

...or more

Christmas Customers



that's what
Mossberg
is set to deliver to
Mossberg dealers...

in big Christmas merchandising program to millions of consumers. We send 'em the Mossberg Christmas catalog and say "You'll find these at your Mossberg dealer's."

Make Mossberg rifles, shotguns, scope sights and Covey hand trap part of your Christmas merchandising and display.

Load up to get this business. "You never get your game with an empty gun."



This Mossberg Christmas catalog offered free in these consumer magazines read by millions.

- ★ Outdoor Life
- ★ Field & Stream
- ★ Sports Afield
- ★ True
- ★ American Rifleman
- ★ Guns Magazine
- ★ Fur-Fish-Game
- ★ Successful Farming
- ★ Farm Journal
- ★ Boys' Life



Mossberg
for accuracy

O. F. Mossberg & Sons, Inc.
74710 St. John St., New Haven, Conn.

**HARDWARE
DEALERS!**

Write for complete
information on how to...

INCREASE YOUR PROFITS WITH THE **MOST VERSATILE** OF ALL BOLT MERCHANDISERS



ALL LAMSON SERVE YOURSELF PRODUCTS ARE GIVEN A RICH, LUSTROUS PLATING OF ZINC AND ADDITIONAL, CLEAR CHROMATE TREATMENT FOR A FINISH THAT LASTS . . . AND SELLS!

CHECK THESE VERSATILE FEATURES:

INCLUDES FIVE ASSORTMENTS

—Carriage Bolts, Small and Large Machine Bolts, Cap Screws and Stove Bolts . . . 91 types and sizes to satisfy the needs of 80% of your fastener customers.

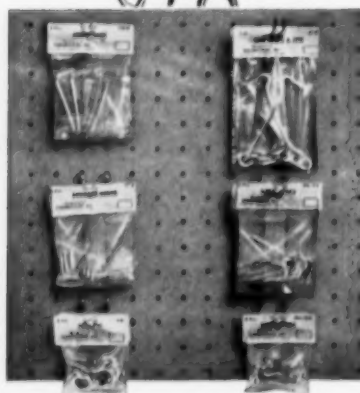
REFILLS PACKAGED IN SMALL QUANTITIES to stock only one compartment. Eliminates half-filled cartons of back-up inventory.



TURNBUCKLES

*Packaged

BRIGHT
WIRE
GOODS



EASY TO DISPLAY
IN BIN OR ON
PERFORATED
BOARD

- * **ELIMINATE**
Loose-piece losses.
Time losses.
- * **OFFER**
Easier selling.
Greater convenience.
Improved appearance.
Maximum protection.

ORDER FROM YOUR WHOLESALER

Turnbuckles
TURNBUCKLES, INC. ⁶¹

BOX 333, MICHIGAN CITY, INDIANA
FACTORY, GRAND BEACH, MICHIGAN

"One good turn (buckle) deserves another"

retail at \$24.95. Catalog is in color.
O. F. Mossberg & Sons, Inc., New
Haven, Conn.

Circle No. A45 on coupon, pg. 100

Fishing Annual. The entire line of Garcia tackle — reels, rods, lines, lures, balanced kits, and accessories—plus informative stories and how-to-do-it articles on fishing, is contained in a catalog which is available free in limited quantities to dealers. Garcia Corp., 268 Fourth Ave., New York 10, N. Y.

Circle No. A46 on coupon, pg. 100

Gas Heaters. An 8-page full color catalog showing the complete line of Warm Morning vented gas heaters, as well as descriptive literature on the unvented models, is available. Special features of the heaters are described in detail. Locke Stove Co., 114 West 11th St., Kansas City 5, Mo.

Circle No. A47 on coupon, pg. 100

Clothes Pins. Color catalog pages can be furnished in either 8½ x 11 or 11 x 11 size which describe and illustrate Holdfast clothes pins. Envelope stuffers — printed in red, white, and blue — are also available. The Demeritt Co., Waterbury, Vt.

Circle No. A48 on coupon, pg. 100

Fishing Guides. A series of five fishing booklets is available, each of which is a guide to help the angler with the assembly of his Shakespeare tackle and which gives "how to" information on a particular kind of fishing. Ben Hardesty has edited the 24-page, 2-color bait casting booklet; Henry Shakespeare, the 24-page spinning booklet; and Vern "Gad-about" Gaddis helps the fly fishermen in his 16-page booklet. Another 16-page booklet gives complete details on Shakespeare tackle for salt water angling and a fifth booklet tells about Shakespeare "Push-Button" fishing. The Shakespeare Co., Kalamazoo, Mich.

Circle No. A49 on coupon, pg. 100

Horse Drawn Implements. The King line of horse drawn implements is contained in its catalog Price List No. 756. The implements are illustrated. The catalog also contains several pages of price listings and diagrams of repair parts. King Plow Co., Atlanta, Ga.

Circle No. A50 on coupon, pg. 100

Long Reach Pliers. A descriptive catalog which includes illustrations of two new long-reach pliers, the DB58 and NN58, may be obtained on request from the manufacturer. Diamond Calk Horseshoe Co., Duluth, Minn.

Circle No. A51 on coupon, pg. 100

Hack Saw Frame. An adjustable tubular hack saw frame, No. 325, with chrome-plated handle and gold-finished blade, together with other tools and kits made by the company, is fully described in an available cata-

HOLD-E-ZEE®

THE ORIGINAL AUTOMATIC GRIP
SCREWDRIVERS

1st in FEATURES
in QUALITY
in VALUE

For complete customer satisfaction, sell the feature-packed drivers that give all purpose use—sell HOLD-E-ZEES.

BITS
ARE
HAND
GROUND

FEATURES (exclusive)

include: LOK-BLOK, makes blade impact, twist proof; GRIPPER recedes deep into handle; Special Bit, recognized as best for both cross point screws.

QUALITY is outstanding. Chrome vanadium blades . . . unbreakable Tenite handles . . . Built stronger to last longer.



VALUE is unsurpassed. Hold-E-Zees give full use. Plus . . . yet cost no more than ordinary drivers.

Pre-Sold by aggressive national advertising and outstanding merchandising units.

Order
thru
Your
Jobber

UPSON BROS., inc.

ROCHESTER 14, N. Y.

"Coleman OUTING PALS

"Make Me Money Every Christmas"

*Says Phil Judd
Butte, Montana*



"Every year it's the same wonderful story," says Coleman dealer Phil Judd of Butte, Montana. "Comes Christmas, almost every customer either wants or gives Coleman Outing Pals—the perfect present for outdoor family fun. That makes me money."

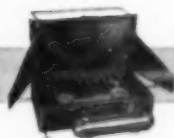
"We promote Coleman Christmas demand three ways. First, with newspaper ads and radio spots timed to tie-in with Coleman national advertising. Second, with traffic-stopping Coleman window displays and, third, with sales making demonstrations inside the store—demonstrations that point out Coleman quality, safety, and convenience."

"Result? Coleman gives us an unbeatable combination of sales and profit Christmas after Christmas and through the year too. I'm sold on Coleman . . . and so are my customers!"

Through thousands of successful hardware and sporting goods dealers like Phil Judd, Coleman outsells all other similar makes combined.

Like to sell America's favorite outing appliances in your store? Then write to the Coleman Company direct for a copy of the 1957 Coleman Outing Products Catalog. Send your order to your wholesaler.

For Top Profits—The Complete Coleman Line!



COLEMAN FOLDING CAMP STOVES. 2 and 3 burner models.



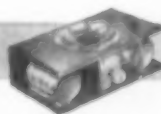
COLEMAN FLOOD-LIGHT LANTERNS. 1 and 2 mantle models.



COLEMAN COOLERS. New Snow-Lite models are pounds lighter.



NEW COLEMAN FOLDING PAK-TABLE. Makes roomy carrying case.



NEW COLEMAN PICNIC STOVE. Burns Coleman LP-Gas fuel.

THE COLEMAN COMPANY, INC., WICHITA 1, KANSAS

See Your Wholesaler Today for Profit-Making Coleman Outing Pals!

log. Great Neck Saw Manufacturers, Inc., Mineola, N. Y.

Circle No. A52 on coupon, pg. 100

Life Saving Line. A full color catalog offering illustrations and dimensions of the company's U. S. Coast Guard-approved life vests and boat cushions will be furnished on request. Red Head Brand Co., 4300 West Belmont Ave., Chicago 41, Ill.

Circle No. A53 on coupon, pg. 100

Hand-Tool Equipment. Auger and electric drill bits, chisels and gouges, drawknives, and other hand-tools are pictured and described in a catalog available from the manufacturer.

Greenlee Tool Co., 1822 Herbert Ave., Rockford, Ill.

Circle No. A54 on coupon, pg. 100

Farm and Garden Tools. The complete line of farm and garden tools available from the company is fully illustrated and described in an attractive catalog. Geyer Manufacturing Co., Rock Falls, Ill.

Circle No. A55 on coupon, pg. 100

Industrial Tool Line. The company's 100 years of tool production is dramatized in catalog No. 100 which contains illustrations and description of its wide range of pliers, grips, climbers, belts, and safety straps

needed by linemen, electricians, and industry. A new feature is a section providing dimensions of each plier—length of handle, of cutting knives, width of head, size of point, etc. Mathias Klein & Sons, 7200 McCormick Rd., Chicago 45, Ill.

Circle No. A56 on coupon, pg. 100

Gas Circulator Heaters. A catalog which fully describes the company's complete line of gas circulator heaters may be had on request. Chattanooga Royal Co., Chattanooga 6, Tenn.

Circle No. A57 on coupon, pg. 100

Vertical Jet Pumps. Covered in an up-to-date catalog from the company is a complete descriptive listing of vertical single — and two-stage jet pumps, in addition to freshwater, shallow well, and convertible all-purpose pumps. Rapidayton Division, The Tait Manufacturing Co., Dayton 1, Ohio.

Circle No. A58 on coupon, pg. 100

Outboard Motors. An attractive, four-color brochure is available which illustrates and describes the complete line of Buccaneer outboard motors offered by the company. Gale Products, Dept. 517A, Galesburg, Ill.

Circle No. A59 on coupon, pg. 100

Masonry Drill. A two-color brochure which pictures and describes the company's solid-body- and core-style concrete drills is available. Complete drill prices and specifications are included. Termite Drills, Inc., 99 N. Lotus Ave., Pasadena, Calif.

Circle No. A60 on coupon, pg. 100

Fishing Accessories. The full range of the company's casting, surf-squidding, and monofilament fishing lines and related equipment—43 types, in all—is described in a compact catalog, illustrated in color. Each line type appears in a separate, quickly-located section. New packaging developments are detailed, and a convenient list of the company's nation-wide structure of representatives is also included. Sunset Mills, Florence, Ala., and Petaluma, Calif.

Circle No. A61 on coupon, pg. 100

Measuring Tapes. A catalog describing and illustrating the firm's complete line of measuring tapes and related products, including new Power-Tapes with controlled speed blade return, is available on request. Description of its Thin-Tape, the first tape with a 1/4" blade having an inside-outside measuring case, also is included. Evans Rule Co., 400-16 Trumbull St., Elizabeth, N. J.

Circle No. A62 on coupon, pg. 100

Fishing Rods and Reels. Available on request is a 28-page illustrated price list which describes the company's reels, rods, lines, and miscel-

PLASTEX gives you both! —each with every advantage of PLASTIC PIPE



FLEXIBLE PLASTEX POLYETHYLENE

The easiest of all plastic pipe to handle, store, install, service. For pressures to 100 psi, for wells to 100 feet deep. Sizes from 1/2" thru 6". Coils to 600 feet. Single and twin-tube types. Cuts with knife or handsaw. A complete line of insert-type couplings and fittings.

SEMI-RIGID PLASTEX KRALASTIC

The high strength plastic pipe — for wells to 200 feet deep, pressures to 150 psi. Sizes from 1/2" thru 6". In 10' and 20' lengths — with plain ends, or coupling at one end, or male and female threaded couplings at opposite ends. Cuts with handsaw. Pipe and fittings connect by solvent welding.



Both NSF
approved

THE PLASTEX CO.

SINCE 1939

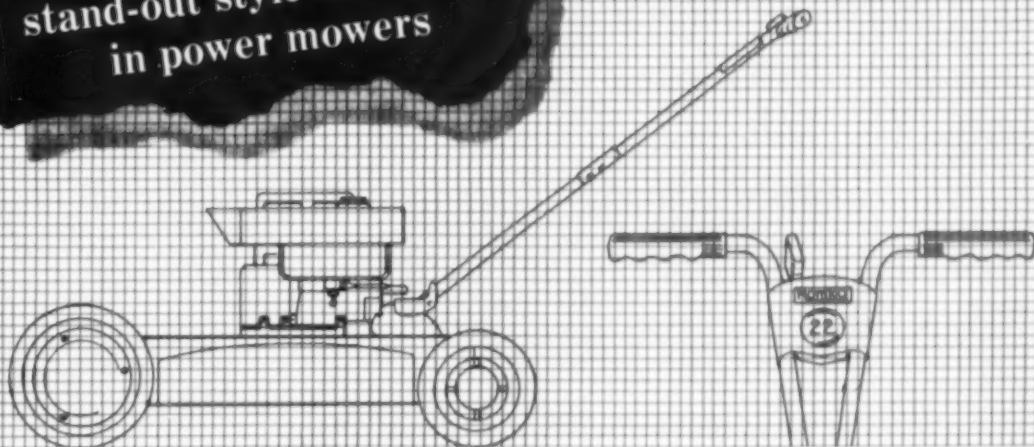
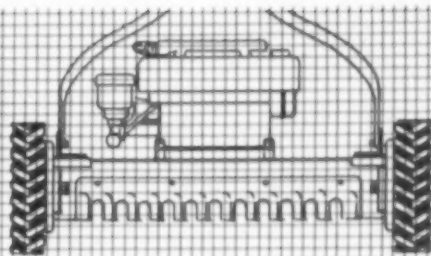
3232 Cleveland Avenue, Columbus 24, Ohio

MAKERS OF

PLASTEX • PRESSUR-TEX • TWIN-TEX • KRALASTIC

ANNOUNCING...

the industry's first
stand-out style difference
in power mowers



Swept-Line Design by

Homko

the one really new look in
Power Lawn Mowers . . .
from America's finest and
most complete line.

Here is an entirely new concept
in lawn equipment design . . .
the one power mower line with
everything . . . styling, products
and excellent list prices. Design
that sets it apart . . . perform-
ance that keeps it apart. This is
HOMKO for 1958!



22" Model RA-222
The Thunderbird



24" Model AE-180
THE LAWNMOWBIE
Deluxe 4-wheel riding
rotary . . . new with new
4-cycle engine.



30" Model RR-140
THE LAWN TRAVELER
Deluxe 4-wheel riding
rotary type.



18" Model JK-50
THE FIREBIRD
Popular trimmer-type
rotary.



20" Model LP-230
THE LAWN BARKSMAN
Self-propelled reel type.
Also in 16" and 24" cut-
ting widths.

**World's most complete
self-propelled rotary**

Front wheel drive with 2-speed trans-
mission. New 3-in-one fingertip throttle
chokes, stops and controls speed of
engine. Fingertip clutch lever. 2½ h.p.,
4-cycle Briggs & Stratton gas engine
with recoil starter. All steel, Flexor
Blade prevents drive shaft damage.
Trimmer type. New streamlined look.

Write Today For Complete Information On Homko . . . You'll Be Glad You Did

WESTERN TOOL AND STAMPING CO. DEPT. 5H-30

The World's Largest Producer of Power Lawn Mowers
2725 Second Avenue, Des Moines 13, Iowa

All New
Homko
Power Arm
Model PA-258



Edger-Trimmer
Chassis
Model PA-261



Mower Chassis
Model PA-259



Rotary Tiller Chassis
Model PA-260

laneous items for the 1958 selling season. Included in the buying guide is a specially-printed middle spread, showing the new bronze color and styling which the company is introducing into its rod and reel line-up. There are seven new bronze-finished reels shown, one of which is a new push-button model, four are spinning reels, and there is also a direct drive-bait casting reel and an automatic reel for fly fishing. Shakespeare Co., Kalamazoo, Mich.

Circle No. A63 on coupon, pg. 100

Tools and Machines. More than 150 hand tools and electric machines are

described in a catalog now being offered as Number 23 in the Red Devil Library. Included in the 8½ x 11 inch, 80-page, two-color catalog are tools for painters, glaziers, and woodworkers. Also described are the company's lines of floor and paint conditioning machines including the FP-33 twin brush floor polisher and the Number 30 paint conditioner. Descriptions and photos of several tools recently added to the firm's line are included, as well as photos of available merchandising aids, and illustrated hints on the use of many of the tools. Red Devil Tools, Box 355, Union, N. J.

Circle No. A64 on coupon, pg. 100

Decorate for Christmas?

(Continued from page 43)

decorations take up space.

"We don't have enough space as it is. Nor do we have enough time. Besides, we take the position that the merchandise we have for sale is so displayed and of such character that the merchandise itself supplies a Christmas decorative effect. The merchandise we had and the way we had it displayed, our store looked like Christmas without a lot of decorations.

"Even so, I would say that time and space and the premium we have to place on both in this store are the principal factors in determining our policy on decorating for Christmas.

"It used to be that we did a lot of decorating for Christmas, but we haven't done any to speak of for four or five years. We don't want to take on any work that we can get out of."

That answer may satisfy the veteran hardware retailer, but it does not satisfy this correspondent. He does not believe that time and space are the determining factors. In this or the hosts of other retail hardware stores that did not decorate.

This correspondent believes the true answer lies in economic conditions; that those last "four or five years" have been relatively easy for the retailer. That the biggest need of a great many dealers has been having enough sales people to take the money tendered by customers.

Let the economy take a downturn and it is the guess of this correspondent that hardware retailers will find it advisable, regardless of time, space and effort involved, to decorate to an extent that stimulates Christmas buying.

But, like everyone else involved, this correspondent hopes that down-turn never comes.

However, this disinclination to decorate seems to be part of a trend. Call it complacency, satisfaction with conditions as they are, or lack of aggression. Whatever it is, it has cost the retail hardware store a large segment of its market throughout the years. It has invited other outlets to get into the hardware business and, as everyone knows, the other outlets have accepted the invitation.

In this respect, it is quite possible there would be dividends for the hardware retailer who does something for which he doesn't

introducing

twinedomes

DISPENSER-CONTAINER

**TWINE AND STRING FOR EVERY HOME
USE...PACKAGED IN ATTRACTIVE
THROWAWAY DISPENSERS!**

"You've Created A Permanent Best Seller...
Everyone Will Want Twinedomes!"

—typical comment of merchandising expert in marketing survey covering every distribution level.

NEW PROFITS FROM TWINE!
The attractive, convenient Twinedome is designed for placing or hanging anywhere...in kitchen, garage, home work shop, wherever twine or string is used. It gives tanglefree twine...insures greater use, more volume for you. Stock it, feature it—the Twinedome will give you sales and extra profits you could never get otherwise—a sure best seller!

TOP TRADE DISCOUNTS—See your jobber or call nearest Linen Thread Office for full information and free samples.

Packaged six to a colorful, compact display box...an effective counter and shelf merchandiser.

(Shipment is in cartons containing 24 packed display boxes—a gross of Twinedomes.)

*Trademark of The Linen Thread Co., Inc.



THE LINEN THREAD CO., INC.

Makers of Quality Twines Since 1784

418 GRAND ST., PATERSON 12, N. J.

New York

Boston

Chicago

Baltimore

San Francisco

Gloucester

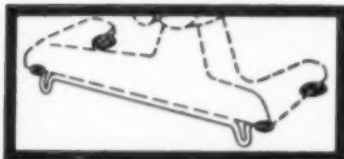


Today's most complete, best selling line!



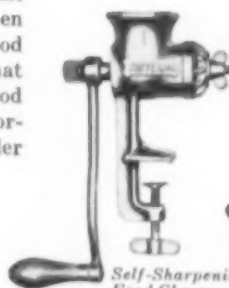
UNIVERSAL "TAB-L-TOP" food and meat choppers Now in Chrome and 5 Kitchen-Tested Colors!

Put a "TAB-L-TOP" on your counter. Let 'em see its brilliant kitchen-tested colors. Let 'em try its work-easy features. Then listen to that cash register ring. "TAB-L-TOP" is the only food chopper with a table-edge positioner and four suction cups that prevent slipping. Its 3 cutter plates make fast work of any food—raw or cooked—and the extra-long handle snaps off for easy storing. Presold for you in the top five woman's magazines. Order "TAB-L-TOP" now! From \$9.95 retail.



EXCLUSIVE!

Table-edge positioner and four suction cups prevent slipping. The Universal "TAB-L-TOP" will not mar counter or table top.



*Self-Sharpening
Food Chopper
retails from \$4.85*



*Swing-A-Part
Food Chopper
retails from \$4.95*



*Leader "TAB-L-TOP"
Food and Meat Chopper,
\$7.95 retail*

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

seem to have the energy, the time nor the space—something he doesn't have to do—like decorating for Christmas.

Adding "Glamour" Is Stepping Up Sales

(Continued from page 44)

ard, but in Mobile and the surrounding area also. He traveled to New Orleans and spent days browsing through the "five and ten" and other chain stores there, talking with managers, taking notes on layout and display. He found wide aisles and low display islands in practically all such stores.

He was told there were several reasons for this: better display, more convenience for both customer and clerk and greater theft precaution. He found that in one huge chain store theft expectancy was set at 34 dollars per day and he determined not to be a "pigeon" for that type of thing.

Merchandising experts plan those stores, Chappelle reasoned. And if I am going to break away in one respect, why not take ad-

vantage of all of that research? Why not go all the way and pattern my store after the variety chains? The modern "Harvey's" is the result, planned, designed, and built according to the things he had learned.

The beautiful plateglass front is planned for maximum view of the interior. People drive along the street or stand at the front door and see fresh, attractive merchandise displayed down the full length of a paint-fresh, spotlessly clean store, with an air of spaciousness that invites: Come in, there's plenty of room. Just browse around.

Chappelle's sales figures jumped correspondingly. "I'm coming up fast," he said. "When we moved in here in November 1953, we had to build from the ground up. We had left our trade behind. There was practically no foot traffic but, as you see, the store is right on the main highway between Prichard and Chickasaw and the road from the surrounding country carries very heavy traffic."

The problem was to get that traffic to stop.

At first the company relied entirely on newspaper advertising. "But," Chappelle pointed out, "our

advertising budget necessarily was limited, and we found and still find that our ads are overshadowed by the 'big city' advertising of our downtown competitors. We can spend, say, \$300 on product advertising for some particular period. Then it rains and blooey! Nobody shows up and we're out 300 bucks,

"I guess I hit upon our most effective advertising sort of by accident," he grinned as he added, "It's the cheapest advertising possible. We let this big plateglass front of ours carry our advertising burden. I make up the signs myself and whenever we have a special we stick 'em up out there where all of the people passing by can read them. They serve a double purpose in the summertime, too. Bring people in and shut the glare out."

He continued: "Of course, we use some newspaper advertising, but it is still not as effective as we would like it to be. With our window ads we can't lose. We have nothing invested in them except our time but I've proof that they are effective. Last year I bought a lot of gladiola bulbs and thought I was stuck with them because they just didn't move. Well, I stuck a

NEW! KLEENCUT Pinking Shears Merchandiser

You'll sell more pinkers than ever before if you display this eye-catching Kleencut counter merchandiser. It is specially designed with a stylish modern flair to attract women and make more impulse sales.

Small: 11 1/4" high x 10" wide and 4" deep.
Colorful: Red, white, & black on a turquoise background.

Practical: One piece, easy to set up. Holds one pair of gift boxed Pinking Shears.

Don't pass up this sure-fire money maker — Order your Kleencut Pinking Shears and Merchandiser today! . . . Ask your jobber for Merchandiser No. 7532 . . . It's Free!

Kleencut Pinking Shears are professional style — light weight, smooth running, precision made for perfect pinking on light and heavy materials. Sold with written guarantee — Low Priced so everyone can afford them!

Illustrated No. 100 — 7 1/2" Nickel plated blades with black enameled handles.

40% DEALER PROFIT

\$2.98
PER PAIR
RETAIL

Increase Your
Impulse Sales!

DELUXE KLEENCUT

Pinking Shears

X Light weight — smooth running — comfortable

X For perfect pinking on all materials — light to heavy

X Guaranteed by the World's Largest Manufacturers of Scissors and Shears

Pinking Shears

THE ACME SHEAR COMPANY

World's Largest Manufacturer of Scissors and Shears

BRIDGEPORT 1, CONNECTICUT



Everybody Profits

LUFKIN CHRISTMAS SPECIALS

BANNER WHITE CLAD STEEL TAPE

A welcome gift in every household. For all those measuring jobs, both inside and outside the house. A 50 ft. measuring tape with genuine White Clad line and maroon vinyl covered steel case. Has replaceable blade. Packaged in sturdy plastic utility box, wrapped with brightly colored gift band. Packed in regular box with Christmas display card.

XHW223	— 50 ft. Banner	— retails for \$4.98
W606	— 6 ft. Executive	— retails for \$1.50
W608	— 8 ft. Executive	— retails for \$1.75

EXECUTIVE THINLINE TAPE RULE

Slim and trim . . . this compact tape rule packs either six feet or eight feet of measuring accuracy into a bright chrome case no larger than a silver dollar. Has replaceable blade. Packaged in handsome silver foil (W606) and gold foil (W608) gift boxes. Packed six each to a matching carton, with display card bearing year-round gift selling copy. A perfect gift idea for any spot in your store. This packaging will be available for year-round selling. Specify gift box.



ORDER FROM YOUR WHOLESALER NOW!

THE LUFKIN RULE COMPANY

SAGINAW, MICHIGAN



DEPENDABLE . . .
another way
of saying
Rugged Robert



Every wise customer knows that Rugged Robert means **DEPENDABILITY . . . superior QUALITY.** That's because all Rugged Robert products are made of the very finest materials under the most exacting specifications.

Thousands of people always ask for the Rugged Robert Brand by name.

Fast-selling Rugged Robert Products include pliable, galvanized solid and twisted clothesline . . . high-quality swing and well chain, in 2/0 and No. 3 size, boxed and on spools . . . and the smart-looking, fast-selling broom rake.

All Rugged Robert products are perfectly packaged for immediate re-shipment. Get your share of this **"PLUS BUSINESS" today!** Write or call us for **YOUR** supply!



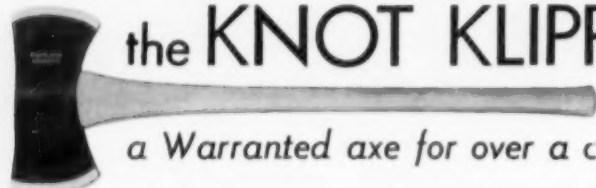
Wire Products Company

2713 North 24th St., Birmingham, Ala.

Member, American Hardware Manufacturers Association

RUGGED-ROBERT
 BRAND

This is the axe that "Experience" Built!
the KNOT KLIPPER
a Warranted axe for over a century.



When the MANN factory first began making the axes that blazed many of America's pioneering trails, this KNOT KLIPPER was its finest grade. A century of experience has toughened the steel, brought about new methods of providing a keener, more durable edge, developed harder and more resilient handles, and recent technology has made possible a precision-balanced handle insertion that prevents "eye" breaking.

Actually, MANN axes are made today—in 1957—by sons of sons of the first plant . . . down to the fifth generation.

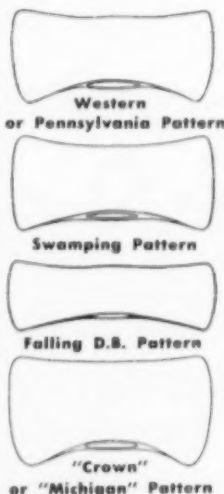
This is a heritage of quality we believe to be unequalled in any other axe made today. And the KNOT KLIPPER is the finest product they produce. Ask your jobber or wholesaler; sold only through authorized dealers.

The KNOT KLIPPER is available in all patterns outlined.

MANN EDGE TOOL CO.

LEWISTOWN 2, PENNSYLVANIA

Makers of the "Paul Bunyan" line of axes



big sign on the window and out they went. This year people came back, asking for a repeat on the bulbs."

Going back to the beginning of his analysis, Chappelle pointed out a primary rule for building and maintaining sales and that is: "Know your merchandise. Have a wide variety with two complete lines, a quality line and a cheaper line. And for both lines, stick to a fair mark-up. If someone comes in for some particular item and you've got it priced out of line, he'll say, 'Man, that's much too high.' And out he goes without bothering to look at your other merchandise, even though you may have bargains all over the place.

"But," he warned, "don't make the mistake of thinking that because a man drives up in a high priced automobile, he is automatically a prospect for your top line. Just as often, he is the very one who is looking for a bargain, just as the man who drops in after work wearing old stained work clothes will frequently walk out with some of your highest priced merchandise.

"I say, sell up or down. And that's where you prove that you've learned your business. There's a knack to it and you've got to acquire that knack if you're going to last in this business where practically every corner drugstore or supermarket is competing for your customer. For you, it can mean the difference between a going business and going out of business."

When asked how he got sales personnel with that "knack" he said: "If they don't have a certain amount of native intelligence, I just don't hire them. I try to get people with at least a slight background in the business and then I tell them: 'Listen! Listen constantly to what people in the store are saying. You can learn an awful lot by keeping your ears open to what's being said around you.'

"The fact is, that's the only way to acquire the knack that I spoke about. If I've judged my new employees correctly, they will know soon what people are thinking and the type of merchandise and service they like. And they can help me to provide the kind of store these people wish to shop in.

"I have very little trouble with sales personnel. In fact I've been told that people sometimes wonder just who is the proprietor out here. We all try to make people conscious of our friendliness to them and to each other. I believe that if

we have good employer-employee relations, our customers will feel more confidence in us."

Chappelle uses the same simple psychology in letting his customers know that he trusts them also. "It's a small thing," he confided, "but I think it works. We keep a big display of inexpensive items like, well," he spotted a display of fish hooks and poppin' bugs, "that's a good example. We sell those fish hooks by the dozen and we never count them. If a customer says there's a dozen in the handful he gives me, I bag 'em and hand them back to him. If he's honest, he likes that show of confidence and we've gained a firm friend. If not, we've lost a few fish hooks, nothing more."

Traffic wise, radio and TV repair pay off big in Harvey's. Chappelle pointed out that, in order to reach the repair department in the rear, a customer must walk the entire length of the big store and almost invariably, he purchases some item before leaving the premises. "I recall one man who came in for a radio tube and bought a \$400 refrigerator. That was a good one."

Leon Terry, the combination clerk-repairman, is "a wizard on repair," Chappelle said. "People have learned that he stays with a job until it's done right."

In commenting on his merchandise inventory, Chappelle said, "We try to carry almost everything that a modern hardware store should carry. But occasionally we have to say, 'no, we don't have that.' We keep everything on open display on the theory that the more you show, the more you sell, and we know our stock so that we can go to any item immediately. That keeps us on our toes when you consider that the floor area here is 135 by 50 feet, with a two-deck warehouse in the back."

Chappelle is so confident of moving forward that he recently purchased the 101 by 150 foot lot to the rear of his present building for future expansion.

As he says: "There's a growth potential here that just won't quit."

Big Tackle Sales

(Continued from page 57)

word-of-mouth promotion it would bring. "Offer two or three specials during the fishing season, good buys in rods and reels with a 15 percent cut. Inexpensive lines often



**Every CROSMAN PELLGUN
You Sell Gets You \$15 EXTRA
in Accessory Sales**

Your profits just *begin* when you sell a Crosman Pellgun. Pellgun families shoot right in and around their own homes, so they *shoot more often, all year 'round!* They keep coming back to you for best-selling Super Pell® ammo, Giant CO₂ Gas Powerlets®, and Crosman's full line of targets and target holders. What's more, they're building store traffic and plus sales of other merchandise for you, too.

Ask your jobber how you can get a bigger share of skyrocketing Crosman sales as a Crosman Select Dealer. Or write, wire or phone Crosman Arms Co., Inc., Fairport, N. Y.

**Make shooting 3 Times
MORE PROFITABLE
for you with**

Crosman

**Power
Without Powder® PELLGUNS®**

Available in Canada

World's largest producer of pellet rifles and pistols

Atlas

*handy
dandy*



BOOTH No. 692

PEG BOARD MERCHANDISER

... FOR ATLAS 15¢ PACKS OF

**TACKS
NAILS
BRADS**

and other popular items

Size: 11" x 7" x 2". Holds 30 boxes at a time. Easy to refill. All Atlas 1/8 lb. packages fit this rack.

**PRE-PRICED, PRE-PACKED—
JUST HANG IT ON THE WALL AND WATCH THEM SELL.**



TURN A PRETTY PROFIT!

Order 90 Atlas 1/8 lb. packages—30 each of 3 fast-moving items. Get a "Handy-Dandy" Merchandiser. Remember, these are full 1/8 lb. packages—not just 1 oz. or even less.

Refills of any Atlas 1/8 lb. package available in unit of 10 boxes.

Total Retail Value (90 pkgs. @ 15¢)	\$13.50
Your Cost	8.10
Your Profit	\$ 5.40

Order today! Shipping weight 12 lbs.—90 pkgs. with display



Atlas TACK CORP.

FAIRHAVEN, MASS. • HENDERSON, KY.

Clip Coupon
and mail it in...
or put it in your
want book

Please send me complete information on assortments for the Atlas Handy Dandy Merchandiser.

Store Name _____

Address _____

City _____ State _____

get young people started.

"Have your outboard motors prominently displayed in the store because an outboard motor is indispensable to a fisherman," Rock continued. "And in addition, passersby attracted by the outboard motors often spot other items which they decide to add to their fishing equipment."

Rock's membership in the Izaak Walton League brings him in contact with other fishermen. He donates prizes of rods and reels, camp lanterns, etc., for fishing contests held by the League, civic clubs, game wardens, and wildfire magazines.

Window and store signs are used to promote fishing tackle, and the telephone book is an advertising medium that brings results, according to Rock. He recently signed up for a year's promotion by radio. Seven spots a week will be varied to feature fishing tackle, fall hunting supplies, and other merchandise.

Successful Fishing

"An atmosphere of successful fishing is a good sales stimulus. A wall board of photographs of customer fishermen and their catches, parts of an old whaling vessel, an old anchor, an old ship's horn, pictures of fishing vessels—all of these start fishing conversation, and give the impression that you are primarily a fisherman and not a salesman," explained Rock whose display of shark jaws that he caught off the New Jersey coast and mounted always stirs a considerable amount of interest.

An important source of fishing tackle business comes from the fishing and hunting license agency conducted by the store and its promotion on issuing fishing licenses. An agency is strongly recommended by Rock to hardware dealers if it can be obtained.

Another important stimulus to fishing tackle volume here is the outboard motor sales and service added in 1955. The outboard motor service shop with its \$1000 parts volume and \$250 investment in equipment in test tank, coil and condenser checkers is spotted quickly by customers, and repair volume in outboard motors rises steadily. Volume in fishing tackle is increased correspondingly, the company reports.

Rock's hardware salesman, mechanically inclined, learned to disassemble and assemble the outboard motor and took a week's

CASH IN ON THE CHRISTMAS SALES APPEAL OF *Weller* POWER TOOLS



**Nationally and LOCALLY
advertised right through your
Christmas selling season!**

**Gift packaged to
stimulate impulse buying
from your counter!**

Handsome gift-design cartons make
exciting displays, and add gift appeal.



**Tie in with Weller's
big Christmas Campaign
MAIL THIS COUPON TODAY!**

Throughout November and December, Weller Power Tools will be pre-sold for you with full page, full color Sunday newspaper ads in 33 markets; 6 full page, full color cover ads in Popular Mechanics, Popular Science and Mechanix Illustrated; and participation in the IRHA Saturday Evening Post ad. Be sure to have all Weller Power Tools in stock. Ask your Wholesaler about Weller's convenient Dating Plan.

WELLER ELECTRIC CORP.

601 Stone's Crossing Rd., Easton, Pa.

Send details on how I can tie-in with Weller's Christmas promotion, and on the special dating plan.

NAME _____

COMPANY _____

STORE ADDRESS _____

CITY _____ ZONE _____ STATE _____

POINT-OF-PURCHASE DISPLAYS TO ASSUME NEW IMPORTANCE FOR **SOUTHERN HARDWARE** READERS IN DECEMBER

The December issue of SOUTHERN HARDWARE will feature a special Directory of sales and merchandising aids available to dealers during 1958.

This Directory will bring forcefully to the attention of retailers and wholesalers the various sales aids available . . . it will encourage a more widespread use of these sales aids on which manufacturers are spending much time and money perfecting and promoting.

The competition for sales of hardware products from other lines of trade, plus heavy imports of foreign products makes it essential for hardware retailers to intensify sales and promotional effort if normal profits are to be maintained on domestic lines.

One of the areas in which the greatest improvement can be made with the least effort is in the effective use of sales aids at the point-of-purchase.

These sales aids (display fixtures, counter merchandisers, dispensers etc.) will be pictured and described in a special section so designed that hardware retailers and wholesalers will want to keep it on hand for continuous use and reference during the year.

Supplementing this special Directory, SOUTHERN HARDWARE will also feature articles of outstanding importance on the effective use of P-O-P displays. In these articles, retailers will be shown how to dramatize products for maximum attention value; how to direct store traffic, through placing of display material; how to feature related items; how to dress windows for maximum sales effectiveness; how to get maximum value from counters and display tables and a wide variety of other subjects that will help dealers become better merchants.

READ SOUTHERN HARDWARE *Every* MONTH!

training at the factory's school. Outboard motors with large-sized repair bills often are traded in and new sales follow. Used equipment is reconditioned in the shop and resold.

CONVENTION DATES

American Hardware Manufacturers Association and National Wholesale Hardware Association—Annual convention, Oct. 20-23, Atlantic City, N. J. Headquarters: Marlborough-Blenheim Hotel. Arthur L. Fauble, Secretary, AHMA, 342 Madison Ave., New York 17, N. Y. Thomas A. Fernley, Jr., Managing Director, 1900 Arch St., Philadelphia 3, Pa.

Alabama Retail Hardware Association—Convention and exhibit, Coliseum, Montgomery, Feb. 8-10, 1958. Headquarters: Hotels Whitley and Jefferson Davis. Charles Giles, Secretary, 409 N. 23rd St., Birmingham.

Arkansas Retail Hardware Association—Convention and exhibit, Robinson Auditorium, Little Rock, Feb. 16-17, 1958. J. Wayne Tisdale, Executive Secretary, 402 Rector Building, Little Rock.

Hardware Association of the Carolinas—Convention and exhibit, Radio Center, Charlotte, N. C., Feb. 18-20, 1958. Headquarters, Hotel Charlotte. Martin Kaelke, Secretary, P. O. Box 6215, Charlotte, N. C.

Kentucky Retail Hardware Association—Convention and exhibit at Brown Hotel, Louisville, Feb. 16-18, 1958. Edward H. Kelley, Secretary, 501 Republic Building, Louisville 2, Ky.

Louisiana Retail Hardware Association—Convention and exhibit at Bellemont Motor Hotel, Baton Rouge, Jan. 26-27, 1958. David O. Mansfield, Secretary, P. O. Box 1696, Jackson, Miss.

Mississippi Retail Hardware Association—Convention and exhibit at Heidelberg Hotel, Jackson, Feb. 23-24, 1958. David O. Mansfield, Secretary, P. O. Box 1696, Jackson, Miss.

Missouri Retail Hardware Association—Convention and exhibit at Chase Hotel, St. Louis, Jan. 21-23, 1958. Fred Boemer, Executive Secretary, 2340 Hampton St., St. Louis 10, Mo.

Tennessee Retail Hardware Association—Convention and exhibit at Fair Grounds Coliseum, Nashville, Feb. 23-24, 1958. Headquarters: Andrew Jackson Hotel. Morris Jones, Secretary, P. O. Box 784, Nashville, Tenn.

Texas Hardware & Implement Association—Convention and exhibit, Dallas Memorial Auditorium, Dallas, Jan. 19-22, 1958. Headquarters: Statler

Hilton Hotel. Ray M. Souder, Executive Director, 1108 Gibraltar Life Bldg., Dallas 2.

Tri-State Hardware & Implement Association—Convention at Herring Hotel, Amarillo, Texas, Feb. 9-11, 1958. R. B. Allen, Secretary-Manager, 1408 4th Ave., Canyon, Texas.

Virginia Retail Hardware Association—Convention and exhibit at Hotel Chamberlain, Fort Monroe, Feb. 9-11, 1958. George T. Omohundro, Jr., Secretary, Scottsville, Va.

West Virginia Hardware Association—Convention and exhibit at Daniel Boone Hotel, Charleston, Feb. 23-25, 1958. James C. Fielding, Managing Director, 1628 McClung St., Charleston 1.

Peaslee-Gaulbert Offers 1957 Consumer Gift Book

ANNOUNCEMENT has been made by the Peaslee-Gaulbert Corp. of a consumer Gift Book which it has published to assist southern retail hardware dealers in the promotion of their Family Gift Center program. The 16-page booklet is printed in full color by the roto-gravure process and 160 items are featured. The back cover features "traffic-getters" which are listed at reduced prices.

Salesmen of the Louisville and Atlanta divisions are selling the booklets. Dealer inquiries should be addressed to the sales promotion department, Peaslee-Gaulbert Corp., Louisville 1, Ky.

Keystone Bolt & Nut Opens New Branch

KEYSTONE BOLT & Nut Corp., New York, N. Y., announces the opening of its new sales offices and warehouse building in Nashville, Tenn., with J. Collins Thurman as manager. The new branch will serve Tennessee, Kentucky, Alabama, Georgia, and Florida.

For information on
CATALOGS & BULLETINS

See page 58



Spring comes early in the South . . . balmy breezes and warm sunshine produce a made-to-order climate for cultivating profits in lawn and garden supplies. Hardware dealers know from experience that these lines move fast and offer a good turnover, early in the year. To help readers capitalize on this situation, SOUTHERN HARDWARE plans a big feature section on Lawn and Garden Supplies in the January 1958 issue. Every effort is being made to present a series of informative articles that will show retailers how to make the most of the early spring season through expanding the sales of all types of garden supplies, lawn mowers, power tools, insecticides, seeds, etc.

Here is a partial list of the important reading matter planned for January: Self-Selling and Big Margins in Barbecue Grills and Accessories — Hardware retailer in Dallas, Texas have sales of barbecue grills and accessories amounting to \$8,000 annually.

Power Lawn Mower article tells how a hardware retailer in Miami, Florida sells 100 power mowers annually on a gross volume of \$11,000.

Article tells how a hardware retailer in Refugio, Texas does nearly \$10,000 worth of garden supply business through promotion of power lawn mowers.

Hardware dealer in Virginia does a good job with garden tools by promoting week-end specials.

Another article will be on a dealer selling \$30,000 worth of power and hand tools, garden supplies and related merchandise by giving personal attention to his customers.

Don't miss these helpful articles. If your subscription needs renewing, do it now, so you will be sure to receive your copy of the January 1958 issue of SOUTHERN HARDWARE . . . it will help you sing a song of profits.

SOUTHERN HARDWARE

806 Peachtree Street, N. E.
Atlanta 8, Georgia



for many hunters it's a

DOUBLE

or nothing!

The big swing is to double guns . . . and that means added business for you with these moderately priced, American-made guns loaded with quality features.

This fall be sure you're well stocked with this famous upland gun. Light to carry, fast-swinging and quick to point . . . your customers will find a Double the most dependable sporting gun in the rack.

Fox and Stevens doubles have all these fine-

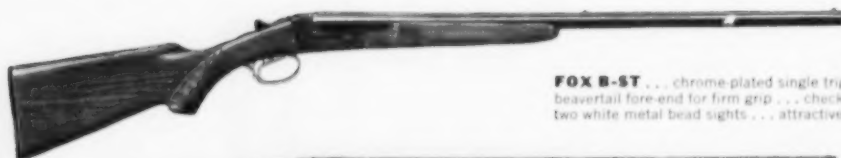
gun features at moderate cost: selected walnut stock . . . slimmed pistol grip shaped for shooting comfort . . . automatic safety . . . case-hardened frame . . . dependable coil spring-hammer-sear mechanism for clean, crisp trigger pull. All available in 12, 16, 20 and .410 gauge in popular chokes and barrel lengths.

Savage

SAVAGE • STEVENS • FOX FIREARMS



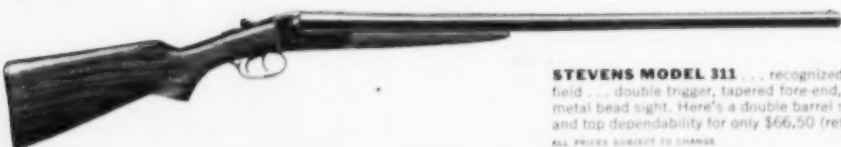
STOCK—DISPLAY—SELL . . . THE DEPENDABLE DOUBLES BY **FOX** AND **STEVENS**



FOX B-ST . . . chrome-plated single trigger, non-selective . . . fluted comb and beavertail fore-end for firm grip . . . checkering on fore-end and capped pistol grip . . . two white metal bead sights . . . attractive etched decoration on frame. \$95.50 (retail).



FOX MODEL B . . . same as B-ST except conventional double triggers to give instant command of two shots, the split second selection of two different chokes. Tapered fore-end, gracefully contoured to fit the hand. Two white metal bead sights. \$85.50 (retail).



STEVENS MODEL 311 . . . recognized as an outstanding value in the double gun field . . . double trigger, tapered fore-end, selected walnut stock. Single white metal bead sight. Here's a double barrel shotgun that offers fine mechanical features and top dependability for only \$66.50 (retail).

ALL PRICES SUBJECT TO CHANGE

RED HEAD

"bone-dry"

HUNTING CLOTHING

BUILDS STORE TRAFFIC...

MAKES MORE MONEY



It's no secret that RED HEAD hunting clothing is used by almost all of the best dealers in the country to draw traffic into their stores. What some dealers do not realize is that the RED HEAD line is such a terrific profit-maker. Once those customers come into the store, the RED HEAD duck drives home sale after sale. The quality and construction plus the famed RED HEAD reputation for making field tested favorites builds up the prestige of the retailer. Your best way to cash in on this obvious popularity is to display RED HEAD products prominently in your windows and in the store. Keep fully stocked in all sizes ... remember too that at least one of the RED HEAD "193 ways to make a profit" can mean that extra sale that will continually boost your profits to new highs!

The Best Dealers Everywhere Feature RED HEAD



"Bone-dry" HUNTING COAT

These three headliners are real drawing cards ... they are hunting garments that you can depend on to fully satisfy every need and desire of the most experienced hunters everywhere. Every feature of these garments is constructed to make hunting a physical pleasure in the roughest terrain. "Bone-dry" comfort in itself sells for you ... add the best all-around designing and you can build up your own store's reputation by making RED HEAD your "top" line this fall.



"Bone-dry" Hat-cap

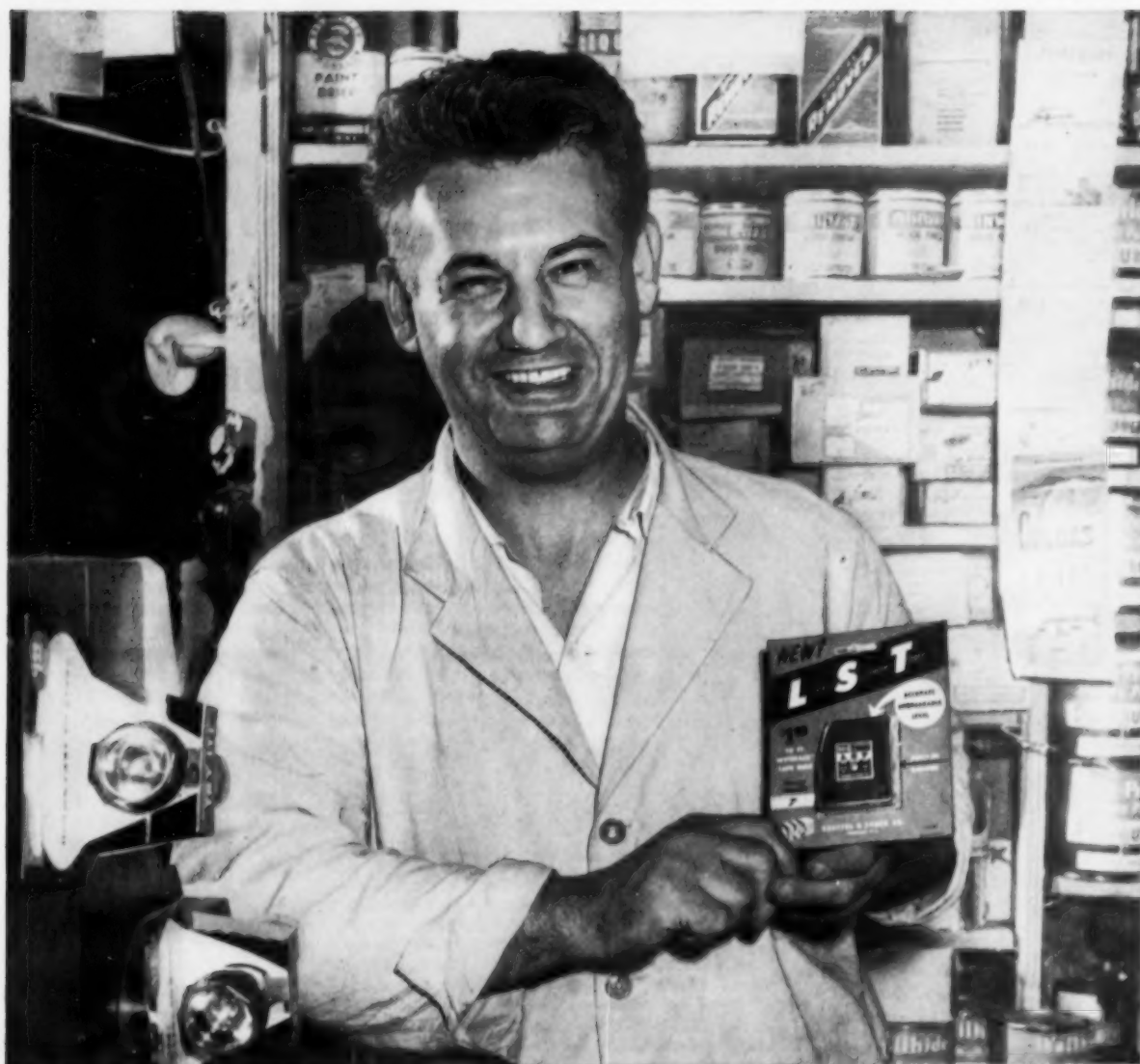


"Bone-dry" Zouaves



RED HEAD BRAND COMPANY

"My customers like the convenience of a 3-in-1 level, square and tape. After buying an LST, one customer came back and bought twelve more for gifts. The K&E LST is one of the best selling items in my store."



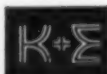
More dealers, like Sam Stein, of Millburn Hardware, Short Hills, N. J., find that the popular LST is moving off their shelves faster than ever. It's the only tape on the market with 3 practical uses that *everyone* finds helpful, at home or on the job.

Here are the features that make the LST a best seller . . .

- Easy-view, unbreakable built-in level
- Sliding end hook that grabs and holds
- Rugged chrome plated casing of die cast construction
- Refill blades available

Be sure to place your order **TODAY . . .** cash in on the availability of this fast moving, K&E tape **NOW.**

K&E makes it easy for your customers to see, like and buy this handy tape. The self selling "bliater" display stops the eye. It's pilfer proof.



KEUFFEL & ESSER CO.

NEW PRODUCTS

*For more information on these new products
use the return free post card on page 100*

Power Tool Specials

Shopmate power tools will receive special promotion prior to and during the Christmas selling season, Portable Electric Tools, Inc., 320 W. 83rd St., Chicago, Ill., announces. Many of the 15 featured items will carry holiday wrappings on the cartons, and the tools themselves will be pliofilm bags carrying the promotion's theme, "A Great Tool For A Great Guy."



The promotion will be nicknamed "The Buyers," because in almost every case, the company states, it has thrown in something extra. For example, the drills, usually sold alone, come with drill bit sets, and many of the saws come with extra attachments.

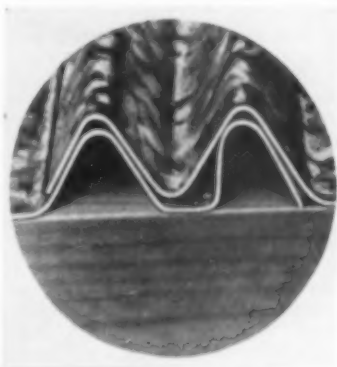
Featured in the promotion is the unusual power tool combination, the Suburban Logger, which can be used either as a chain saw or regular 6 1/4" power saw. For more information—

Circle No. 600 on coupon, pg. 100

Galvanized Roofing Sheet

A galvanized roofing sheet, specifically designed for industrial and farm markets and said to be interchangeable with all channel-type roofing has been announced by the Republic Steel Corp., Gadsden, Ala.

Dubbed "Blue Ridge," the new roofing features a "V" overlap design described as permitting five-position nailing without the usual danger of



snug-fitting overlapped sheets choking vital drain channels. The bottom roofing sheet of an overlap is designed with an off-center "V," while the top sheet "V" is perfect. Thus, it is claimed, when the two are mated, a wide drainage channel remains to permit water run-off and evaporation.

Rib stiffeners run across lap ends of the roofing sheets to stop water from siphoning in rains or storms and to prevent flapping in heavy winds. For more information—

Circle No. 601 on coupon, pg. 100

All-Purpose File

Magicut, a new all-purpose machinist's file designed for use on both ferrous and non-ferrous metals, has been announced by the Nicholson File Co., Providence 1, R. I. Rapid stock removal and a smooth finish are said



to be simultaneously created by its coarse singlecut teeth, interrupted by long, narrow chip breakers which result in hundreds of individual chisel-like scallops.

The file is being made in Nicholson and Black Diamond brands in flat, half-round and square shapes. Lengths are 8", 10", 12", and 14". For more information—

Circle No. 602 on coupon, pg. 100

Jiffy Shelf Maker

C. Hager & Sons, St. Louis 4, Mo., is introducing the Jiffy Shelf Maker, a product designed to enable the home-maker to build an extra closet shelf without nails, screws, or tools of any kind.

Though lightweight, the wrought steel, cadmium finished Jiffy Shelf Makers are said to be capable of supporting over 1,000 pounds.



The Jiffy Shelf Maker lists at \$1.19. It is packaged for impulse sales, and the full color package contains a set of four. The dealer's shipping carton contains 10 packages.

Hager is supplying wholesalers and dealers with a complete free sales kit which embodies self-mailers, streamers, and newspaper mats. For more information—

Circle No. 603 on coupon, pg. 100

Jon-e Announces Biggest Ad Budget In Company's History

Newspapers-Magazines TV-Radio to be used

Minneapolis, Minn. (Special)—

Aladdin Laboratories, manufacturers of the well-known Jon-E line of cold weather products, announced that in 1957 they will carry the largest advertising campaign in the company's history.

120 newspapers from coast to coast will be used. Large color space ads will appear in LIFE, SATURDAY EVENING POST, SPORTS AFIELD, OUTDOOR LIFE, FIELD & STREAM, TRUE, ARGOSY, SPORTS ILLUSTRATED and BOYS' LIFE along with several other consumer magazines. Ads will also appear throughout the fall and winter in 10 farm magazines.

Radio and TV spots have been prepared for use in the country's larger markets.

**THIS MEANS
MORE
Jon-e
SALES
IN '57**



Jon-e

gives comforting heat (without flame) doubles as a Cigarette Lighter. Used by Sportmen, Farmers, Outdoor Workers, Servicemen, etc. The JON-E is truly an item with universal appeal. Now Faster Lighting with Built-In Wick. Made to last a lifetime. Beautifully chromium plated and polished. Made by American Labor. Fully Guaranteed to work perfectly.

AVAILABLE IN 2 SIZES

Standard—heats all day on 1 filling—retails... \$3.95
Giant G. L.—heats 2 days on 1 filling—retails... \$4.95

== CARRY THE COMPLETE Jon-e LINE ==

Jon-e belt
—holds 2 standard Jon-e warmers over the kidneys.
Color-fast Red Belt only..... \$1.95

Jon-e muff
—with built-in zipper pocket to hold heated Jon-e. Buckles around waist or hangs around neck. Made of Water-Resistant poplin. 100% wool lined. Red or Brown.
Muff Only..... \$3.50

Jon-e fluid
—the demand is great for this faster starting, clean burning fuel. Popular as a cigarette lighter fluid. 12 cans per carton. O.K. to ship by mail.
8 oz. can—list..... 45¢
16 oz. can—list..... 75¢

NEW ANODIZED BURNER
New improved 1957 burner gives more heat—starts faster.
Standard Size..... \$.75
G. L. Size..... 1.00 100% Guaranteed

ORDER TODAY

See Your Jobber...

ALADDIN LABORATORIES, INC.

Dept. 1H, 620 So. 8th St. Minneapolis, Minn.

Metal Bank Vaults

A line of all metal bank vaults featuring real combination locks and colorful labels for special saving funds are announced by Bellevue Manufacturing Co., Bellevue, Ohio.



Made of heavy gauge steel, the combination-lock bank vaults measure 5" diameter x 5½" high. The tops are hinged and feature convenient savings slots. The vaults have baked enamel finishes in a wide range of pastel colors, and the labels illustrate special money-saving purposes.

The bank vaults are available in seven labels and color combinations. Savings labels include "For My Mink," "My Vacation Fund," "Plant Pocket Change Here and Grow Rich," "Christmas Cash," "Yours & Mine," "Birth Certificate" (blue for boys, pink for girls), "Miown Bank." Suggested retail price is \$2.49 each. For more information—

Circle No. 604 on coupon, pg. 100

Self-Locking Bolt

Designed to provide a four-way answer to the problem of bolt assemblies, a self-locking Nylok bolt is now available from the Bolt & Chain Division of Republic Steel Corp., 1970 Carter Road, Cleveland 13, Ohio. The bolt locks wherever wrenching is stopped, and is vibration-proof, liquid



tight and adjustable, according to the manufacturer.

Locking takes place by means of a permanent nylon plug in the side of the bolt. The nylon plug wedges opposite mating threads together, and locks whether or not the bolt has been seated. The bolt "grows" even tighter hours after it is applied, the manufacturer states, because of the "plastic memory" of the nylon plug which causes it to seek its original shape after being spread out during wrenching.

When properly seated, the nylon plug is said to block fluid flow effectively around the helix of the threads. The plug is resistant to moisture, ordinary solvents, and provides a permanent seal.

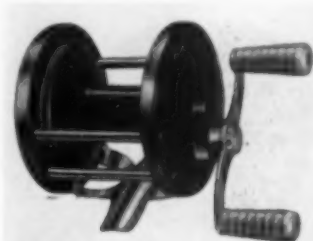
Used for adjustment, the bolt can be backed off and wrenching tight repeatedly without damage to the threads, seating surfaces, or holding power. The nylon plug is unaffected by age, immune to fungus and will not dry out or shrink.

It is available in sizes from #10 to 1" diameter. For more information—

Circle No. 605 on coupon, pg. 100

Fishing Tackle Reel

A light, sturdy tackle reel, designed for both fresh and salt water use and described as excellent for beginners, youngsters, or as a spare reel for the angler's kit, has been announced by the Penn Fishing Reels, Philadelphia 32, Pa.



The Sea Hawk No. 77 has all-exposed metal parts, including four frame posts, handle, handle lock screw and reel stand which are said to be of corrosion-resistant, nickel-plated solid brass. It can be used either over or under the rod, right- or left-handed. Other special features include: strong and lightweight spool, easily-accessible oil vents, two-knob balanced handle, combination fresh and salt water reel stand, and triple multiplying gear set. For further information—

Circle No. 606 on coupon, pg. 100

Gift Axes

Estwing Manufacturing Co., Rockford, Ill., announces that it is placing special emphasis on its Unbreakable Sportsman's Axe for Christmas sales. The axe, which is one-piece, forged steel construction with leather handle, will be featured in a free gift box and will be furnished with free leather belt sheath and a free copy of a new pocket size book entitled, "Camp in Comfort." Price for the complete Christmas Sportsman's Axe gift arrangement is \$5.85.



The book, which normally has been selling at 25 cents per copy contains 60 pages of camping information plus 40 in-the-field photos that graphically illustrate tips on the use of a hand axe, how to build shelters, and the like.

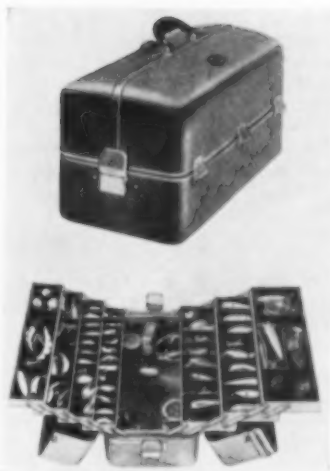
Also included in the promotion are the Estwing Tubular and one-piece hammers, each individually packed in a free gift box. The latter items do not include the camping book in the promotion. The manufacturer reports that the gift boxes for all tools included in the promotion are free of the Christmas theme and can be used the year around. For more information—

Circle No. 607 on coupon, pg. 100

Tackle and Spin Box

The UMCORP., 1717 - 4th Ave. South, Minneapolis, recently announced the addition of an aluminum hip-roof combination tackle and spin box to its line for 1958. Called the Model 1000, the box has an 18 x 9 x 9 1/2 inch leather-grain embossed aluminum case and seven cantilever trays with a total of 53 lure compartments.

The cover opens from the center top and folds down on both sides. Four trays with 31 spin lure compartments cantilever out on one side; three trays with 22 larger bait casting plug compartments cantilever out on the other side. All trays have UMCORP's Lur-gard tray liners, and there is deep full-length storage area beneath the trays for tackle, reels, and extra gear.



Other features of the UMCORP Model 1000 hip-roof combination tackle and spin box include two positive action aluminum locks—one on each end of the case, all-aluminum hardware, and a finger fitting plastic handle. The model weighs 6 1/2 lbs. and retails for \$24.95.

There are 23 aluminum and Royalite tackle and spin boxes in the UMCORP line for 1958, offering a complete selection for fresh or salt water fishing, spinning, or bait casting. For more information—

Circle No. 608 on coupon, pg. 100

Long Nose Plier

Mathias Klein & Sons, 7200 McCormick Rd., Chicago 45, Ill., recently introduced a long nose plier designed specifically to speed up wiring where the cut, hook, and crimp method is employed.

The plier acts on a shear principle and the shear blade is removable and may be replaced.

The reverse side of the plier has a milled section behind the knife so designed that when the wire is cut, it is held in position and a turn of the



hand forms a hook in one operation.

The plier is furnished standard with self-opening coil spring and 1/16" diameter point. Catalog No. 208-6-NC. For more information—

Circle No. 609 on coupon, pg. 100

Doll Stroller

A doll stroller which boasts an aqua vinyl body, detachable polka dot canopy and shopping bag, and white five-inch wheels with aqua tire to match the body has been announced by the South Bend Toy Manufacturing Co., South Bend, Ind.



The Model 12C, said to be one of the most popular in the firm's line of 11 strollers, has a 23 1/2" high full-length tubular handle. It accommodates up to the larger-size dolls, weighs 3 1/2 pounds, and retails for about \$6. For more information—

Circle No. 610 on coupon, pg. 100

BB Target Pistol

Daisy Manufacturing Co., Plymouth, Mich., has introduced a new BullsEye BB target pistol which shoots regular air rifle BBs more accurately at short range than other similar type pistols, it is claimed.

The No. 177 pistol boasts a sturdy ramp-type front sight, with an exclusive peep-and-open rear sight which is adjustable. Another exclusive device, the Lightning Loader, permits fast loading of up to 150 BBs, the maximum for this repeater with checkered thumb-and-palm fitting grips.

Retailing at \$5, the item comes in a self-display carton, including two tubes of Daisy standard air rifle shot, 25 targets in a pad, and an instruction pamphlet. For more information—

Circle No. 611 on coupon, pg. 100



Pistol-Grip Nozzle

A pistol-grip hose nozzle, metallic-coated in bright silver to protect it permanently from stains, marring, and corrosion and said to maintain a shiny luster for life, is announced by the Gilmour Manufacturing Co., Somerset, Pa.



The Hosemaster's "Gilmourizing" process will mean unmatched consumer appeal, resulting in increased impulse sales, according to the manufacturer. The coating-process is also being applied to other company lawn and garden sprinkler lines. For more information—

Circle No. 612 on coupon, pg. 100

Sprinkler Reel

The Supplex Co., Division of Amerace Corp., Garwood, N. J., has introduced a novel reel, said to



simplify the winding, unwinding, and storing of its all-vinyl sprinkler which provides all-over coverage of fine droplets that penetrate deep without flooding or leaving dry spots.

Newly-packaged with a five-color display card showing the product in use, the No. 600 (25 feet) retails for \$3.98, the No. 1000 (50 feet), for \$5.98, both including reel. For more information—

Circle No. 613 on coupon, pg. 100

Fast-Drying Cement

The Acorn Adhesives Co., Inc., 678 Clover St., Los Angeles 31, Calif., has introduced what is claimed to be the smoothest - spreading, fastest - drying cement on the market. Wilhold Contax cement is said to hold permanently on contact without weights, clamps or nails.



Ideal for plastic laminates or pre-finished plywood walls, the waterproof cement is said to have a high heat resistance, to spread easily with a self-leveling action, and to resist oil, grease, alcohol and other chemicals. It comes in all sizes from tubes to drums. For more information—

Circle No. 614 on coupon, pg. 100

Wrench Gift Package

The Ridge Tool Co., Elyria, Ohio, announces the new Ridgid Gift Package No. 57 which features a Ridgid 12" pipe wrench and Ridgid spud (monkey) wrench.

The package is aqua-green and gold, and a counter display may be arranged from a combination of open

and closed packages. The package bottom, made of heavy duty board, serves as a handy home tool box with carrying handle.



Ridgid Gift Package No. 57 is packed six per master shipping carton. For more information—

Circle No. 615 on coupon, pg. 100

Magnum 12-Gauge Shell

A new addition to the Winchester line of 12 gauge three-inch Magnum shotshells is announced by the Winchester-Western Division, Olin Mathieson Chemical Corp., New Haven 4, Conn.

The new load, 1 7/8 ounces of BB, two or four shot, is said to be suited for all 12 gauge shotguns with three-inch chambers which have been designed and constructed for present-day shotshell loads. For more information—

Circle No. 616 on coupon, pg. 100

Featherweight Shotgun

A Featherweight version of the Winchester Model 50 semi-automatic shotgun is now available, the Winchester-Western Division, Olin Mathieson Chemical Corp., 460 Park Ave., New York 22, N. Y., announced recently. The Featherweight weighs seven pounds, or less.

It retains all the features of the standard weight Model 50, handles all loads comfortably, and is immediately available in 12 gauge. The Featherweight is priced from \$144.95. For more information—

Circle No. 617 on coupon, pg. 100

ALWAYS SELL GENUINE

MOLLY

SCREW ANCHORS

Write for Free Literature

Molly Corp., Reading, Pa.

New YALE Island Display

Of Residential Hardware

BEAUTIFULLY COMPLETE • COMPACT • FLEXIBLE • SALES-EXCITING



YALE

Residential
LOCKS & HARDWARE
Security Quality Distinction



Here, on two sides of a striking modern display, Yale has arrayed a complete basic selection of residential builders' hardware.

BEAUTIFUL — Natural wood panels provide a rich setting which enhances and glamorizes the gleaming hardware.

FLEXIBLE — Removable knobs permit trying different trim effects. Entire panels are removable and have easel backs for use as counter displays. Operating locksets can be lifted off for easier demonstration.

COMPACT — Measures only 6' high x 2' wide x 18" base depth. Only 3 square feet of floor space.

This attractive, eloquent Yale "salesman" will work fulltime for you . . . showing, telling and selling your customers the quality Yale hardware they need.

YALE

Residential
LOCKS & HARDWARE
Security Quality Distinction



YALE

Island's Display Versatility

Gives You Extra Sales Ability...



REMOVABLE KNOBS PERMIT TRYING VARIOUS TRIM EFFECTS

A simple slotted eye arrangement permits knobs to be removed or reattached by just a slight turn. This lets your customer see how the two knob designs will look with different escutcheons.



REMOVABLE INDIVIDUAL PANELS ALLOW DISPLAY VARIATION

Each of the eight 2' x 1' panels can be readily snapped in or out of the display frame. Each has an easel back which permits you to use it as a counter display. Panel placement on display can also be varied as desired.



REMOVABLE OPERATING LOCKSETS

Each of the operating locksets can be easily lifted off of the display to permit your customer to handle it and try its function.

Island Display with Hardware Mounted Plus Back-up Stock \$199.50 DELIVERED

YALE Island Back-Up Stock

Item	Cat. No.	Quantity	
		Polished Brass US3 AZ10	Dull Bronze US10 BY22
Litchfield Entrance Lockset (Keyed alike in sets of 2)	LF5210 KA2	2	2
Litchfield Passage and Closet Latch	LF5213	5	5
Litchfield Bedroom Lockset	LF5214	2	2
Litchfield Bathroom Lockset	LF5215	1	1
Litchfield Entrance Lockset	LF5237	2	
Brandywine Entrance Lockset (Keyed alike in sets of 2)	BR5210 KA2	2	
Brandywine Passage and Closet Latch	BR5213	4	
Brandywine Bedroom Lockset	BR5214	2	
Brandywine Bathroom Lockset	BR5215	1	
Brandywine Entrance Lockset (Keyed alike in sets of 2)	BR5237 KA2	2	
Costsaver Sliding Door Hardware Set	L2118-4	2	
Steelcase Sliding Door Hardware Set	W234-4	2	
5" Extension Link	381	2	
Greenwich Escutcheon	E2 (Bx80)	1	
Madison Escutcheon	E10	1	
Atlanta Escutcheon	E15	1	
Hudson Escutcheon	E16	1	
Salem Escutcheon	E17	1	
Sapphire Escutcheon	E18	1	
Glamour Escutcheon	E19	1	
Oxford Entrance Handle	X87	1	
Door Knocker	K11	1	
Door Knocker	K13	1	
Screen Door Latch	25	3	
Screen Door Lockset	27	1	
Sash Fastener	2441	10	
Sash Lift	2353	10	
Coat Hook	2416	20	
Door Stop	2815	10	

ORDER TODAY FROM YOUR YALE DISTRIBUTOR

YALE & TOWNE

The Yale & Towne Manufacturing Co.
Yale Lock & Hardware Division
White Plains, N. Y.

DEALER SALES AIDS

*For more information on these sales aids
use the free post card at bottom of page*

Keyhole Saw Display

Great Neck Saw Manufacturers, Inc., Mineola, N. Y., is introducing a colorful wall or counter display to help merchandise its all-purpose keyhole saw which is claimed to cut in every direction. Known as the No. 80 All-Purpose Keyhole Saw Display, it consists of six complete keyhole saws and six all-purpose keyhole blades.

The pistol grip, gold alloy keyhole handles stand out against a black background and the tungsten steel blades are arranged in a slot for the

convenience of self-service customers. The display weighs 1 lb. 11 oz. and is packed 12 displays to a shipping carton f.o.b. Mineola, N. Y. For more information—

Circle No. S1 on coupon, pg. 100

Faucet Washer Carton

A master display carton of faucet washers which contains 24 high-impact Styrene boxes—each with a special assortment clearly visible under a "see-through" lid—is being offered by the Lavelle Rubber Co., 424 N. Wood St., Chicago 22, Ill. The new Korky beveled faucet washers, designed with exclusive tapered sides for perfect fit with no edge trimming, are being advertised as a companion to the Korky Flapper tank ball.

Available both in quick-opening cans of 100 straight sizes and a master kit of 200 assorted sizes, Korky washers are said to resist water swell, steam, and abrasion. They have clear center holes for easier installation, with full 7/32" thickness to fit all new and old faucets. For more information—

Circle No. S2 on coupon, pg. 100



Screwdriver-Chisel Rack

A two-tier rack, designed for quick self-service to its line of unbreakable amber handle screwdrivers and wood chisels, is announced by the Fuller Tool Co., Inc., 3522 Webster Ave., New York 67, N. Y. The rack is 21" x 26 1/2".

The No. 2160 SS assortment comes

Handy Return Card

- Request More Information on
Sales Aids
New Products
Catalogs & Bulletins

NO POSTAGE NECESSARY

Please be sure to fill in your Firm's Name and your position on the coupon. This service cannot be extended to you unless this information is furnished.

Postage
Will be Paid
by
Addressee

No Postage
Stamp Necessary
If Mailed
in the
United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 94.9, P. L. & R., ATLANTA, GA.

SOUTHERN HARDWARE
806 Peachtree St., N. E.
Atlanta 8, Ga.



with 39 screwdrivers, three each of the firm's best-selling numbers. Included with the item are nine wood chisels, three each of 1/4", 3/4", and 1" sizes. All are branded and fully guaranteed with cadmium blades and Fuller's blisterproof domes. Retail value is \$24.15, dealer cost is \$16.10, and the rack is free. For more information—

Circle No. S3 on coupon, below

Flashlight Battery Display

A gravity-feed display for flashlight batteries, aimed at providing maximum merchandising power per square inch of space, is announced by the Electrical Division of Olin Mathieson Chemical Corp., 460 Park Ave., New York 22, N. Y. Compact and eye-catching, it is made of wrought-iron, 6 1/2" wide and 16" high.

The Mighty Midget holds 48 standard flashlight batteries and five standard two-cell flashlights. The

gravity feed assures the customer of fresh batteries since the stock is rotated. Rubber footings prevent the display from sliding on slippery surfaces. Bearing a blue and red sign



on a white background, it comes free of charge to dealers who purchase 144 Winchester, size "D" flashlight batteries and eight flashlights of two different types. For more information—

Circle No. S4 on coupon, below

Paint Brush Merchandiser

Baker Paint Brush Co., Inc., New York, N. Y., offers two new brush assortments, in both pure bristle and Tynex nylon, which comes with a free display rack suitable for use on store counters or islands.

Superama is said to be designed to sell brushes the modern way. All brushes in the assortment come mounted on sturdy, colorful die-cut cards, each pre-priced to create in-

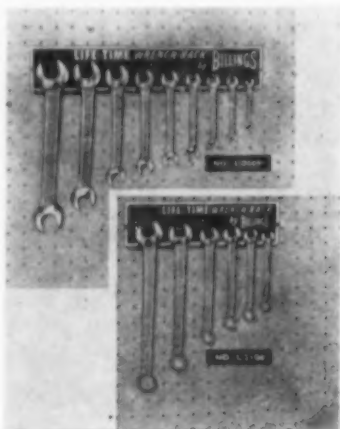


stant, tie-in sales. Each brush is pre-packaged in heavy acetate for easier selling and handling. Cards carry complete instructions on use and care of a paint brush. Replacement brushes are available from open stock. For more information—

Circle No. S5 on coupon, below

Wrench Display

A wire rack with built-in hooks, handy for dealer display on pegboard or wall, as well as for customer's home use, is available from The Billings and Spencer Co., Hartford, Conn.



Royal blue with yellow lettering, the racks come packed with each wrench set. Both engineers' and combination wrenches are available in either six- or nine-wrench sets. For more information—

Circle No. S6 on coupon, below

Fishing Sinker Packs

Novel corrugated prepaks which also serve as eye-catching counter-display boxes for lead fishing sinkers and duck decoy anchors of the Ideal Fishing Float Co., Inc., of Richmond, Va., have been designed by Hinde &

Please send me these catalogs and bulletins:

A1	A6	A11	A16	A21	A26	A31	A36	A41	A46	A51	A56	A61
A2	A7	A12	A17	A22	A27	A32	A37	A42	A47	A52	A57	A62
A3	A8	A13	A18	A23	A28	A33	A38	A43	A48	A53	A58	A63
A4	A9	A14	A19	A24	A29	A34	A39	A44	A49	A54	A59	A64
A5	A10	A15	A20	A25	A30	A35	A40	A45	A50	A55	A60	

Please send me more information on these sales aids:

S1	S6	S11	S16	S21	S26	S31	S36	S41	S46	S51	S56	S61	S66	S71
S2	S7	S12	S17	S22	S27	S32	S37	S42	S47	S52	S57	S62	S67	S72
S3	S8	S13	S18	S23	S28	S33	S38	S43	S48	S53	S58	S63	S68	S73
S4	S9	S14	S19	S24	S29	S34	S39	S44	S49	S54	S59	S64	S69	
S5	S10	S15	S20	S25	S30	S35	S40	S45	S50	S55	S60	S65	S70	

Please send me more information on these new products:

600	601	602	603	604	605	606	607	608	609	610	611	612	613	614
615	616	617												

Send more information on advertisements (give advertiser's name):

My Name Position

Company Name

Street

City Zone State

Self-Service

SALES CENTERS FOR OXCO BRUSHES

designed to  specifications



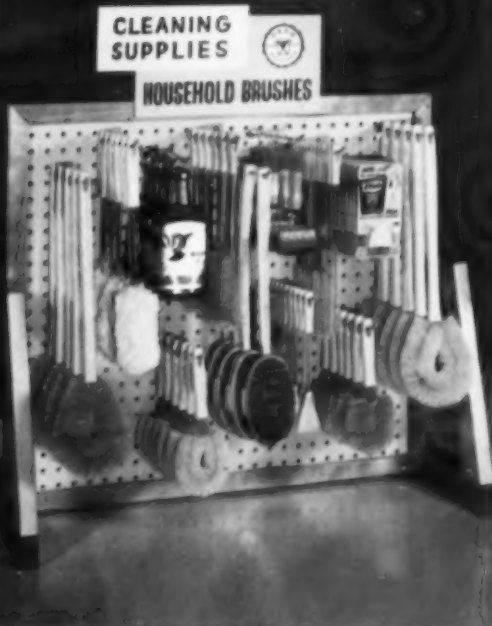
▲ No. 25 HOUSEHOLD BRUSH MERCHANDISER

For big volume brush sales. You get one dozen each of 25 popular Oxco brush styles, with No. 15 display fixture, 25 hangers and top sign. Permanent-type, wood and peg-board Display-Merchandiser included in total price of Assortment.

◀ No. 12 HOUSEHOLD BRUSH MERCHANDISER

For the smaller store. You get one dozen each of 12 fast-moving Oxco brush styles, with No. 9 display fixture, 12 hangers and top sign. Order brushes at regular prices and you get Display-Merchandiser at no extra cost.

Wide range of styles and prices covers your market. Many brushes feature Oxco's solid plastic handle in pink, blue or yellow. All brushes labeled and pre-priced.



DUPONT "Tyrex" NYLON BRISTLES USED IN THESE STYLES



No. 617-H Bowl

No. 635-H Pastry

No. 659-H Percolator

TOPPER Pastry

No. 652-H Bottle

No. 634-H Vegetable

SEE OXCO ADVERTISED IN



Start building up your sales of brushes and related cleaning supplies with these NRHA-approved displays. They're adaptable for island, gondola, wall or column display. Complete information is available from your Jobber . . . ask your salesman on his next call for free Brochure—"How to Merchandise Cleaning Supplies for Greater Profit."

 **OXCO** 
BRUSHES
OX FIBRE BRUSH COMPANY, INC.
FREDERICK Established 1884 MARYLAND



BRIDGEPORT

Remington Dealer Letter



WILLIAMS & WATKINS



CONN.

At the profitable point of purchase...

REMINGTON 22 DISPLAYS CREATE IMPULSE SALES, BOOST YOUR VOLUME

Do you have enough REMINGTON 22's

Remington "HI-SPEED" 22's
FOR REAL POWER-BULLS-EYE ACCURACY

2 SIZES AVAILABLE
Stock and Display 3,500 rounds in only 6 1/4" x 6 1/2" x 10"
OR 1,800 rounds in 4 1/4" x 6" x 10"

With "Kleanbore" Priming to keep your gun barrel Bright and Clean

PROTECTIVE GLASS FRONT OPENS EASILY

PRICE STRIP

DATA SHEET FOR DEALER LISTING OF RETAIL PRICES OF THE SIZES DISPLAYED

SPECIALLY DESIGNED LOCK OPERATES FROM REAR

IN EITHER SIZE, this eye-catching Remington 22 ammunition display helps you cash in on powerful Remington national advertising—by creating buying impulses at the point of purchase in your store.

Designed to both display and protect your stock, it gets your Remington 22 caliber ammunition up front, where store traffic is heaviest. Naturally, it rings up more sales. And it stores ammunition so economically, you make more profit from less space!

It's handsomely made of natural pine in two

sizes, to suit your particular stock and space requirements. Ask your wholesaler for Remington No. 3200, shown above (3,500-round capacity) or Remington No. 1750 (1,800-round capacity) and watch your Remington 22 ammunition sales go up!



Dauch, Sandusky, Ohio. A die-cut sheet of corrugated board keeps the heavy "mushroom-type" anchors in position during shipping and display.



Each carton features a stand-up rear panel complete with product description, "visual" sales message, and a convenient price spot. Larger display boxes are printed in red and green, while the small ones come in red and blue on a white background. For more information—

Circle No. S7 on coupon, pg. 100

Packaged Pre-Cut Chain

Campbell Chain Co., York, Pa., and West Burlington, Iowa, now offers a new line of packaged pre-cut Blue Temper chain in popular sizes and



lengths which eliminates measuring, cutting, and wrapping. Customer "pick-up" is simplified by clearly visible package labels, denoting chain size, length, and working load limit.

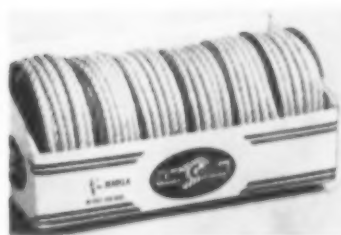
Blue Temper is now available in sizes of 3/16", 1/4", 5/16", and 3/8", and in lengths of 10', 15', 20', 50', and 100'. In the 50- and 100-foot lengths, the chain bears the Campbell measure-mark every five feet. For more information—

Circle No. S8 on coupon, pg. 100

Manila Rope Display

A counter reel merchandiser, which puts a first-grade 100 percent

Manila rope display into an 8" x 18" area and is said to eliminate measuring and cutting of small lengths, is available from John H. Graham & Co., Inc., 105 Duane St., New York 8, N. Y.



The King Cotton counter reels are premeasured at 50- and 100-foot lengths, with rope sizes available in the put-up in 1/4", 3/8", and 1/2". Reels are connected in one continuous length and the display comes completely set up. For more information—

Circle No. S9 on coupon, pg. 100

Aluminum Hook Display

Chromium-plated aluminum hooks for the home are featured in a free display available from the Safe Padlock and Hardware Co., Lancaster,

new ideal knob latch



Cam operates locking mechanism

Knockout for locking cylinder


with
"Oiled For Life"
Construction

The new Ideal "A" Series Knob Latch is quality designed for aluminum and other combination storm and screen doors. It has a floating, heat treated hexagon spindle supported on either end by a Bronze Oilite bearing. Installation is by two thru-bolts that absorb pulling strain. Drill only three 1/4" holes. Key locking can be made before or after the latch is installed. Two finish coats are separately baked on over Parkerized heavy Zamac die castings . . . a base silver aluminum coat and then a clear Epoxy enamel finish.



Available through leading wholesale hardware and building supply jobbers or write us.

IDEAL BRASS WORKS, INC.
250 E. 5th Street • St. Paul 1, Minn.



IT'S EXTRA-DURABLE!—in sales as well as shine. People keep coming back for more—and have ever since Butcher made America's first floor wax. Cash in on it! How? Ask your jobber. He'll tell you!

THE BUTCHER POLISH CO. MALDEN, MASS.

NEW KLEIN

CATALOG
FOR

- LINEMEN
- ELECTRICIANS
- INDUSTRY



100 years ago in 1857, Mathias Klein opened a little forge shop in Chicago. Out of this has grown the national institution known as Mathias Klein & Sons.

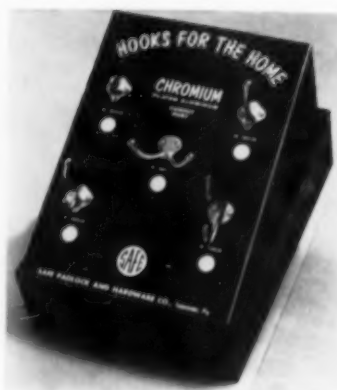
To dramatize this 100 years of service to industry, Klein has prepared a completely new catalog.

It contains illustrations and descriptions of the wide range of pliers, grips, climbers, belts, safety straps—the tools and equipment needed by linemen, electricians and industry.

A new feature is a section giving the dimensions of each plier—length of handle, length of cutting knives, width of head, size of point, etc.

This Klein Catalog No. 100 will be of interest to linemen—electricians—good workmen everywhere. A copy should be in the hands of every purchaser of good tools. Write for yours.

Mathias **KLEIN** & Sons
Established 1857
7200 McCormick Road • CHICAGO 45, ILLINOIS



Pa. The display includes five hooks worth \$1.40 on its rich blue front.

The hooks were carefully chosen as the five most popular for household use. Charge is made only for replacement hooks inside the easily-opened display case which holds one- or two-dozen of each kind, quantity of which depends on the hook style. Each hook is individually packaged with screws in transparent polyethylene. For more information—

Circle No. S10 on coupon, pg. 100

Pliers Display

A 3-color Channellock plier display is being offered by Champion DeArment Tool Co., Meadville, Pa.



The display accommodates any three Channellock pliers, either from the dealer's own stock or as ordered with the display. It is cased for quick, easy set-up on a counter and grommets to be hung on a peg board panel or wall if so desired.

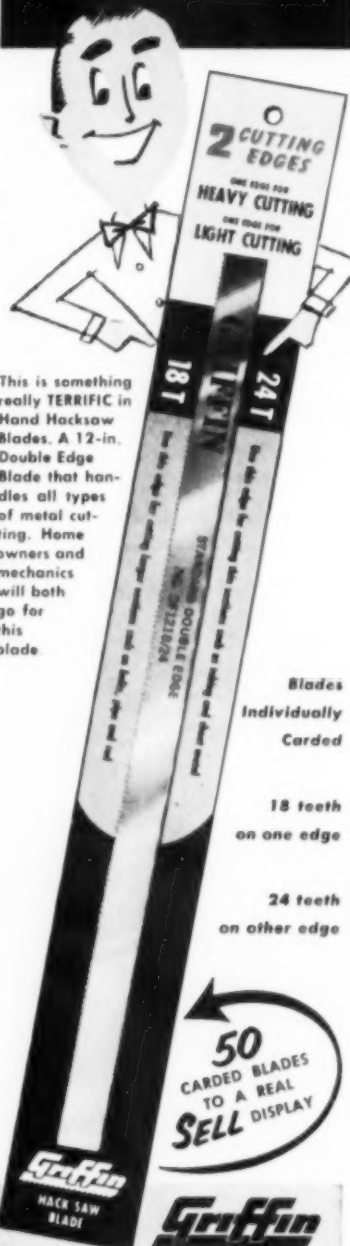
The display is free to dealers and is available upon request. For more information—

Circle No. S11 on coupon, pg. 100

Chain Saw Panel

Lancaster Pump & Manufacturing Co., Inc., Lancaster, Pa., is offering a 44" x 28" three-color display panel

NEW DOUBLE EDGE DOUBLE EDGE HACKSAW BLADE



This is something really TERRIFIC in Hand Hacksaw Blades. A 12-in. Double Edge Blade that handles all types of metal cutting. Home owners and mechanics will both go for this blade.

Blades Individually Carded

18 teeth on one edge

24 teeth on other edge

50
CARDED BLADES
TO A REAL
SELL DISPLAY

G. W. GRIFFIN COMPANY
Franklin, New Hampshire

Sales Representatives
John H. Graham & Co. Inc.
105 Duane Street, New York 8, N. Y.

RUBEROID

Leaders in

ASPHALT BUILDING PRODUCTS

LOK-TAB[®]

ASPHALT SHINGLES

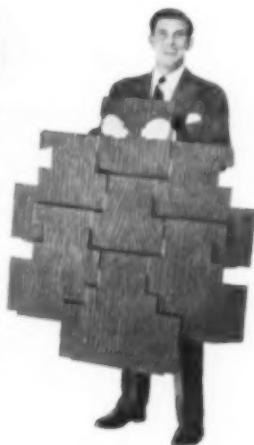


Wind-safe! Hidden tabs lock shingles flat. Now with a written WARRANTY against wind damage! Popular square-tab design gives modern "straight-line" beauty. Available in a variety of decorator colors.

TITE-ON

ASPHALT SHINGLES

The original interlocking shingle—now with a written WARRANTY against wind damage. Has withstood hurricane winds up to 120 mph. Available in wide variety of colors—tops in performance and sales appeal.



SELF-SEALING

ASPHALT SHINGLES

Applied like conventional shingles, these seal themselves down at the butts. The heat of the sun bonds them firmly against wind and weather. Available in a range of attractive colors. A coming best seller! Ask the Ruberoid representative about availability in your area.



SQUARE-TAB

ASPHALT SHINGLES

Economical, durable, fire resistant . . . three-in-one square-tab strip shingles with rugged reinforced butts . . . wide range of attractive colors . . . another Ruberoid best seller.

LEADERS IN ASBESTOS BUILDING PRODUCTS, TOO!

For added profit, consider Ruberoid's top-selling asbestos building line. Particularly . . .

AUTOCLAVED CLAPBOARD SIDING

Can't burn, rot, or be eaten by termites. Exclusive Duroc[®] finish seals color in . . . dirt out. Autoclaved to eliminate shrinkage. Five beautiful colors.

VITRAMIC SIDING

A glazed asbestos siding with vitreous ceramic surface—a lifetime baked-on finish that seals in the color and repels dirt. Available in white and 7 other colors with built-in shadow lines.

STONEWALL BOARD

Ideal building board for home, farm, industry . . . Permanent, weatherproof, fireproof, rotproof . . . Never needs paint.

Add these profitable items to your line—
call the man from Ruberoid today.

The RUBEROID Co.

Headquarters Office: 500 5th Ave., N. Y. 36, N. Y.

District Sales Offices:

Baltimore, Md., P. O. Box 5166 • Savannah, Ga., P. O. Box 1183
Mobile, Ala., P. O. Box 1367 • Dallas, Texas, P. O. Box 5607

ASPHALT AND ASBESTOS BUILDING MATERIALS



for its line of chain saws.

Free to Lancaster saw dealers, the cardboard display is excellent for counter, window, or floor merchandising. Two panels, back to back, are said to be doubly effective. For more information—

Circle No. S12 on coupon, pg. 100

PRINTED HELPS

and other sales aids for 1957

Rain Jet Corp., 6253 Hollywood Blvd., Hollywood 28, Calif., furnishes a wire display rack, 10½" x 14", with an initial, balanced assortment of Rain Jet Sprinklers. Each sprinkler and head is packaged individually in color-coded cartons; \$63.90 list price, 33¼ percent off to dealer. An initial

order includes a set of price lists and specification sheets; a supply of envelope stuffers is included with each shipment. For more information—

Circle No. S13 on coupon, pg. 100

Moe Light Division of Thomas Industries, Inc., Louisville, Ky., has available for dealers a number of ceiling, wall and counter merchandising display deals, including a recessed box display unit. The lighting fixtures are displayed on peg board. On these deals all fixtures are individually packaged and are shipped directly to the dealer, master packed and equipped with mounting and wiring kits, plus complete display unit and merchandising sales helps; rail freight prepaid at Hopkinsville, Ky., on all fixtures and display units. Additional aids include free advertising mats, product shots of fixtures, a variety of full color catalogs, brochures, envelope stuffers, and promotional flyers. For more information—

Circle No. S14 on coupon, pg. 100

The Irwin Auger Bit Co., Wilmington, Ohio, offers to dealers free metal display merchandisers with the following assortments. No. M-62T contains metal wall merchandiser and 13 bit assortment of the Irwin Sello-paked 62T Bits, one of each size 4/16" through 16/16". No. M-88 con-

tains metal wall merchandiser and 20 bit assortment of the Irwin Sello-paked Speedbor "88" Wood Bits for electric drills, two each of even sizes and one each of odd sizes ¼" to 1". No. 430 contains metal wall merchandiser with assortment of 30 amber plastic handle screwdrivers in the five most popular sizes. All displays have colorful baked enamel finish and fit in a minimum of space. A booklet on the selection, use and care of bits, and a variety of envelope stuffers are also available. For more information—

Circle No. S15 on coupon, pg. 100

American Biltrite Rubber Co., 22 Willow St., Chelsea 50, Mass., provides dealers with a group of advertising mats for Biltrite Garden Hose and Sprinklers. A metal hose shopping center rack is offered at a nominal cost. Also available is a special three-piece display, specially easled to stand alone or mount on a three-section pole which is also supplied, to serve on counters, in windows or mass display within the store. For more information—

Circle No. S16 on coupon, pg. 100

Style-Crafters, Inc., Greenville, S. C., offers a number of promotional materials free to dealers for the Aqua-Float line. Among these are full-color catalogs and bill stuffers, metal "Play-Safe" signs, window

SOLD
on the quality caulk



CALBAR is easier to sell, because it's easier to use. Applies faster... costs less because it lasts longer. Won't harden, won't stain, adheres to any surface. Full line of colors in cartridges and bulk. Also tubes in several colors.

Ask your jobber about CALBAR guns, too

CALBAR PAINT & VARNISH CO.

Manufacturers of Technical Products

2612-26 N. Martha St., Phila. 25, Pa.

Over 35 Years as the Nation's leading Caulk line



FITLER
Pure Manila
PREMIUM
ROPE

**Sold for Your Convenience In
OCTAGONAL BOXES**

Fitler Rope is now treated with a new waterproofing known as Fungi-Static which arrests the growth of mold, mildew, Fungi and bacteria. It is this inner, finer quality at no extra cost that makes Fitler a premium rope and the best buy for you... identified by the Blue and Yellow label.

SOLD BY HARDWARE DEALERS EVERYWHERE

THE EDWIN H. FITLER CO.

EST. 1804

PHILADELPHIA 24, PA.

aqua-float® adds up...

1

aqua-float is a long line

Aqua-Float is a sales' priced complete line of marine safety products with buoyant cushions, life jackets, ring buoys, floats, fenders and ski-belts for multiple sales—multiple profits.



2

aqua-float is packaged

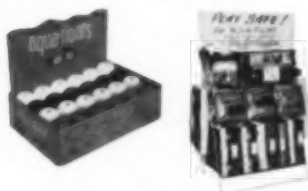
Attention-getting Aqua-Float packaging delivers factory fresh merchandise... sells on sight.



3

aqua-float has selling aids

Aqua-Float display rack and float counter display take minimum space, are extra salesmen on your floor.



4

aqua-float means quality

The pace-setting quality in all Aqua-Float products assures you of delighted customers—repeat customers.



...to profit!

Contact your jobber or write for complete details today.

STYLE-CRAFTERS, INC.
Dept. SH GREENVILLE. S. C.

This Christmas

BE PREPARED WITH A
COMPLETE STOCK OF

Penn REELS

"THE BRAND IN GREATEST
DEMAND"



FOR THE SURF—suggest

Penn SQUIDDER

The surf reel without an equal... Has air brake fin spool, convertible star drag, take-apart construction.

Also Penn SURFMASTER



FOR LIGHT TACKLE FISHING

Penn MONOFIL No. 109

For both fresh or salt water. Engineered for use with monofilament. Also No. 9 and No. 209



FOR NIGHT FISHING—suggest

Penn LEVELINE

Its automatic level wind lays the line level on the spool. A fine reel for surf, boat or trolling.

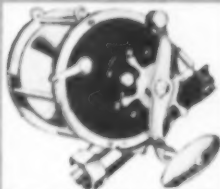


FOR DEEP SEA—suggest

Penn SENATOR

There are 10 sizes, 1/0 to 16/0. More record catches have been made with Penn Reels than with all other makes combined.

Also MASTER MARINER



VISIT OUR BOOTH NO. 1432
N.Y. HARDWARE SHOW

**Penn
REELS**

A model for every type of fishing.
SEND FOR NEW CATALOG 21 SH

PHILADELPHIA 32, PA.

streamers, water-safety posters, water ski and safe boating instruction booklets, mailing folder on U.S.C.G. small boat regulations, counter display cartons for Aqua-Float fenders and floats, glossy photos, newspaper mats, radio and TV spots, and packaging. For more information—
Circle No. S17 on coupon, pg. 100

Lazy Boy Lawn Mower Co., Inc., 301 West 73rd St., Kansas City, Mo., offers to dealers without charge full-color eight-page insert folders with imprint space provided and which fold to 3¼-inch x 6¼-inch size. Newspaper ad mats in two-column by three-inch size are provided also, each describing one of the company's four most popular models. For more information—
Circle No. S18 on coupon, pg. 100

Adjustable Clamp Co., 437 N. Ashland Ave., Chicago 22, Ill., offers free electros and mats to interested dealers for its "Jorgensen" and "Pony" clamps ("C" Clamps, Clamp Fixtures, Bar Clamps, Handscrews, Press Screws, etc.) Also a wide variety of pages and stuffers for counter use, for "homecrafters," school shop teachers, welders, woodworkers, etc., are available. For more information—
Circle No. S19 on coupon, pg. 100

Heineke & Co., Springfield, Ill., offers to Excello power mower dealers

a special demonstrator model plan for obtaining at great saving, a Model 178-R with every six mowers purchased. Included with the demonstrator, at no extra cost, is a point-of-sale merchandising kit, including folders, window streamers and banners, wall posters, feature string tags, radio and TV spot announcements, and newspaper ad mats. For more information—
Circle No. S20 on coupon, pg. 100

Tennessee Coal & Iron Division, United States Steel Corp., Fairfield, Ala., offers dealers promotional items—folders, leaflets and a new edition of *Farmers and Ranchers Handbook*—to tie-in with its 1957 advertising campaign in farm magazines. Also available to dealers is a library of films designed for showing to farmer, civic, social, and educational groups. Films may be borrowed without charge, with a film catalog supplied on request. For more information—
Circle No. S21 on coupon, pg. 100

Swan Rubber Co., Bucyrus, Ohio, offers to dealers a wide variety of free retail sales-aid items on its garden hoses, including book matches, envelope stuffers, "small item" envelopes, and pocket protectors. The company, in addition, has designed the Swan "Merchandiser" metal display stand which, with casters, may

be moved about the store or outside to attract sidewalk traffic. For more information—
Circle No. S22 on coupon, pg. 100

Daisy Manufacturing Co., Dept. 3837, Plymouth, Mich., has created a free dealer promotion package consisting of: a pyramid gun display (cowboy hat size) die-cut to hold any Daisy and card; a display card for the pyramid illustrating 98, 25, 94, 1094 air rifles; and a newspaper advertising mat illustrating all models. For more information—
Circle No. S23 on coupon, pg. 100

Fuller Tool Co., Inc., 3522 Webster Ave., New York 67, N. Y., offers a complete self-service "screwdriver department" in the form of hang-up rack at no cost to dealers. Fuller screwdrivers, individually carded and priced, may be conveniently hung from the rack for customer convenience. For more information—
Circle No. S24 on coupon, pg. 100

Peterson Mfg. Co., Dept. SH-3, DeWitt, Neb., offers free promotional material for its new vise-grip (with easy release), consisting of a "space-saver" counter display and window banner. An introductory offer is available for one free No. 10R vise-grip (a \$2.45 value) with purchase of an eight-tool counter sales kit. Dealer cost for the kit is \$13.00, with re-

A NEW DEPARTMENT

...and more sales!

QUICKLY • SIMPLY • MINIMUM SPACE

• You can gain an entire new department with just one order. The Garcia Corporation produces a complete line of profitable, dependable, quality fishing tackle—tackle with a proven sales record...tackle that can work for you!

Garcia, through your jobber, can help you set up a profit-making fishing tackle department quickly and with a minimum of effort by you. What's more, you're always backed-up by Garcia's famous unconditional guarantee, liberal fast service policy, continuous high-impact advertising campaigns and effective merchandising aids.

Don't overlook this wonderful opportunity to increase your sales and draw new customers into your store. Write today for complete details—you'll see why it pays to set up a money-making Garcia tackle department.


the Garcia corporation
 268 FOURTH AVENUE,
 NEW YORK 10, NEW YORK

REELS • RODS • LINES • LURES • ACCESSORIES • BALANCED HITS

The


SAW HORSE BRACKETS

THAT NEST TOGETHER, TAKING LESS COUNTER SPACE.



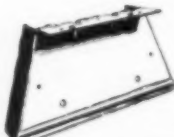
TWO SIZES

for 1" x 4" and
for 2" x 4" Lumber




No. 1
No. 2
Saw Horse Set

EACH SET FOR ONE SAW HORSE PACKED COMPLETE IN COLORFUL BOX.



FLAT TOP STYLE

for Light or
Heavy Lumber



No. 24
Bracket Set

CHAS. O. LARSON CO.
 STERLING • ILLINOIS

A complete line of the finest sport chairs made. Constructed for rugged wear, designed for comfort and practical use. Choose Delighter for your sport chair needs. Lightweight, all aluminum folding chairs.

See your nearest dealer
or write...

UNIVERSAL CONVERTING CORP.
New Bedford • Massachusetts

Put this good-looking display of *quality* household brushes in a good traffic spot and watch your brush sales climb. Profits, too — not just 33 1/3%, but a full 37 1/2% — for you.

colorful merchandise . . .
appealingly displayed

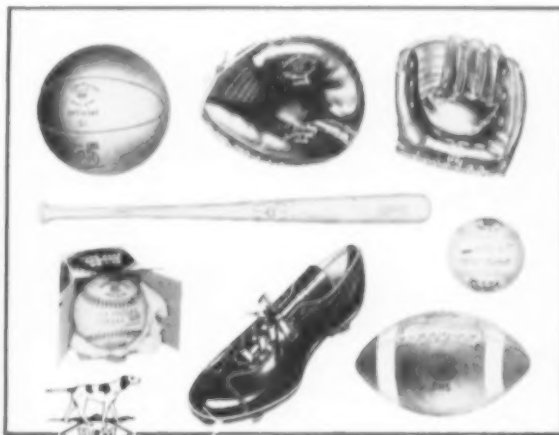
Kellogg  Brushes

famous name . . . famous brand

KELLOGG BRUSH MFG. CO.
Westfield, Mass.

D&M Sports Equipment *gives you all this...*

- 1** One of the most respected names in American business.
- 2** A complete quality made line backed by more than a century of experience.
- 3** Nationally-known brand merchandise.
- 4** Quick delivery from your wholesaler.
- 5** Equipment in every price range.
- 6** Famous MacGregor tennis rackets, tennis balls and golf balls.
- 7** More profits through faster turnover.



These seven big advantages and many others are why more and more dealers feature the D & M line. You, too, will find it's a pleasant, easy and profitable experience to take on Draper-Maynard Sports Equipment.

Write today for complete information, Draper-Maynard catalogs and the name of your nearest wholesaler.

DRAPER-MAYNARD
Sports Equipment
CINCINNATI 32, OHIO

tail price, \$19.50. For more information—

Circle No. S25 on coupon, pg. 100

Carolina Washboard Co., Raleigh, N. C., offers a colorful display carton which contains the following assortment of Carolina Fishing Floats: 4 doz. No. 000, \$.90 per doz.; 4 doz. No. 00, \$.90 per doz.; 2 doz. No. 0, \$1.20 per doz.; 2 doz. No. 1, \$1.20 per doz.; 2 doz. No. 2, \$1.20 per doz.; 1 doz. No. 3, \$1.50 per doz.—list price is \$16.00. For more information—

Circle No. S26 on coupon, pg. 100

Scott-Atwater Manufacturing Co., 2901 East Hennepin Ave., Minneapolis 13, Minn., in its "Advertising and Promotion Dealer Handbook," covers all of the sales promotion material available to Scott-Atwater dealers in 1957. This material includes formats and ad builders; giant window streamers which feature the new deluxe 40 HP Royal Scott motor; handout stuffers; line folders; four color post cards; dealer decals; imprinted match books; service uniforms; satin banners; dealer stationery; picture murals; miniature Scott-Atwater plastic motors; Scott-Atwater mobiles; giant corrugated banners; a new full color billboard; a one minute radio recording and a one minute TV film spot announcement. A giant color announcement display, a 5½' illuminated display with ani-

mated letters featuring a three dimensional 40 HP motor, is one of the many signs and displays available. For more information—

Circle No. S27 on coupon, pg. 100

Stanley Hardware, Division of the Stanley Works, 763 Lake St., New Britain, Conn., announces new and improved merchandising features for its household hardware, including packaging, layout guides, and attractive displays. Available to dealers is the N2 pegboard display stand which allows vertical or horizontal item arrangement. Stanley products are now visually packed, firmly mounted on yellow and black space-saving cards, on the back of which carry all customer information; item name and number, suggested usage, proper application, finish, and materials. For more information—

Circle No. S28 on coupon, pg. 100

Geyer Manufacturing Co., Rock Falls, Ill., offers dealers a selection of ad mats covering the most popular items in the Geyer Farm and Garden Tool line. An illustrated brochure for easy ordering is available on request. For more information—

Circle No. S29 on coupon, pg. 100

Plymouth Cordage Co., Plymouth, Mass., offers dealers a wide range of promotional literature, colorful point-of-sale displays, and several rope dis-

pensers. Literature includes pamphlets on use of rope on farms, on boats and in industry. Dispensers include the SalesRak which sells rope off the spool in any length up to 300'. The SalesMaker, available in counter or floor models, holds seven sizes of rope, which can be cut on dispenser to desired length. A cardboard display occupying less than two feet of floor space is available for merchandising and assortment of ropes and twines. All sales aids are available through Plymouth wholesalers. For more information—

Circle No. S30 on coupon, pg. 100

Swisher Mower and Machine Co., Warrensburg, Mo., offers to dealers catalog sheets describing its entire line of self-propelled and hand-propelled rotary mowers. Also envelope stuffers, newspaper mats, radio scripts, giant window or wall banner, and other point-of-sale materials are available. For more information—

Circle No. S31 on coupon, pg. 100

Shopmaster, Inc., 1214 So. Third St., Minneapolis 15, Minn., offers its dealers the DK-58 Merchandiser which the company describes as a complete power tool department set up in a 3' x 5' floor area. Six of the fastest moving tools and 17 basic accessories for each tool are included. All tools are properly merchandised



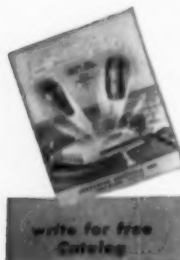
Sensitive - Noiseless

DESIGNED for rugged service. 200 pounds pressure. These valves can't stick. They are also available with rubber poppets for use with air or cold water. Operation is noiseless.

Very sensitive in operation. Work in any position. Made in seven sizes. We will design special Check Valves.

Write today for Bulletin 204 or telephone James Tannehill, Harrison 3313 today.

STRATAFLO PRODUCTS, INC.
Fort Wayne, Indiana



Wright Hardware Cloth is woven to the specifications of Commercial Standard CS 132-46, issued by the U. S. Department of Commerce. This precision woven fabric utilizes hard drawn wire in place of the customary annealed wires, giving strength and rigidity. Wrightweld Wire Cloth (flat wire selvage) is made in 2 x 2, 3 x 3 and 4 x 4.

E. L. Harnbrook Co.,
Box 176, Avondale Estates, Ga.
Lawrence J. Baldwin & Son,
306 Carondelet Bldg.,
New Orleans 12, La.

You are invited to Booths 523-525,
National Hardware Show, Atlantic City

G. F. WRIGHT STEEL & WIRE CO.
Worcester • Massachusetts

and displayed on a floor model steel stand with a peg board back for the display of accessories. The unit is finished in chartreuse and red and has an SM insignia fastened to the top of the display. Although designed primarily for power tools, its standard step up design allows merchandising of other items during off season months. For more information—
Circle No. S32 on coupon, pg. 100

Wickwire Brothers, Inc., Cortland, N. Y., offers for dealer use a merchandising kit containing colorful posters and folders promoting the company's line of wire products. Extra posters for windows and folders for counter give-aways and envelope stuffers are available in addition to ad mats of company products. For more information—
Circle No. S33 on coupon, pg. 100

Henry L. Hanson Co., Worcester, Mass., has available a Self-Seller Drill Display which requires 14 inches of space. A clear cover highlights the high speed drills which are held in supporting holes and serve as a drill gauge. The size and price are marked and quantities are varied according to demand. The cabinet has a storage rack for extra stock. An information chart is also available.

The Hanson Self-Seller Display Cabinet for taps and dies contains initial assortment of taps, dies, screw

extractors, die stocks and tap wrenches, including all popular sizes, and is graduated according to normal customer demands. The cabinet requires counter space 18 inches x 13 inches and has space in the back for extra stock. For more information—
Circle No. S34 on coupon, pg. 100

Wooster Rubber Co., Wooster, Ohio offers dealers a free dispensing unit for its new shelf and storage area rubber coverings, Rubbermaid Shelf-Kushion, which comes in 45' rolls. Merchandising aids for dealers stocking the new product include window and wall banners, and consumer folders which feature additional home uses for the rubber shelving. For more information—
Circle No. S35 on coupon, pg. 100

Molly Corp., Reading, Pa., has available for dealers: metal merchandiser #612 containing 600 Molly screw anchors and 12 utility plugs; cardboard counter display #200 containing 200 screw anchors, 2-color leaflet on screen anchors; 2-color leaflet on Hi-Speed Installer; 2-color leaflet on utility plugs; 3-color, 21" x 9" window streamer featuring Molly screw anchors; and newspaper mats. For more information—
Circle No. S36 on coupon, pg. 100

Jackson Manufacturing Co., Harrisburg, Pa., has available the follow-

NOW.. Victor Decoys

**offer even more realism
... even more value**



No. D-3 Victor Magnum is completely new! It's oversize—offers your customers greater value. The Victor Magnum sits lower in the water, is broader across the back giving a more life-like appearance to high-flying game—more sales appeal to your customers. Two species: Mallard and Black Duck. Mallard has head and wings painted with iridescent paint for added realism and attraction.

Victor Magnum and Veri-Lite decoys are built of light, tough molded fiber, painted in natural, life-like colors. Glass eyes. Veri-Lite style in seven species.

No. D-2 Victor Premier offers the same new, broad-body realism, the same added value of the Victor Magnum. Slightly smaller, Mallard, Black Duck, Pintail.



Victor Decoys are available in Molded Fiber, Tenite Plastic, and Wood—the most complete line offered by anyone. Order the complete line of Victor Decoys, now!

ANIMAL TRAP COMPANY OF AMERICA

Lititz, Pa. Pascagoula, Miss. Niagara Falls, Canada

The

Modern **MTD** Line

is the *Top Quality Line*

Nothing sells like quality. This is the big reason why it is easier to sell the Modern Line.

Top quality features such as rugged, all-steel construction, precision design, durable automotive finish and wide selection of capacities make the Modern Line the sell-on-sight line.

Ask for the full story today . . . get ready for profits tomorrow.



**modern
tool & die co.**

5389 W. 130th St. Cleveland 11, Ohio

ing sales aids: 3-fold color circular on home and garden equipment line; 8½" x 11" page printed in two colors, both sides, describing wheelbarrows, lawn rollers, garden carts, and lawn spreaders; 22" x 11" window streamer on Lawn Sprayer; 22" x 11" window streamer on 2-in-1 Spreader-Card; 2-column newspaper mats featuring Lawn Sprayer and/or 2-in-1 Spreader-Card; single-column newspaper mats illustrating any one of the garden equipment line. For more information—

Circle No. S37 on coupon, pg. 100

Red Jacket Manufacturing Co., 1051 S. Rolff St., Davenport, Iowa, offers to dealers a number of catalogs and display packages covering its line of pumps. It also offers dealers a 3-color metal identification sign free with an order of three power pumps at one time. Other sales helps available include 12" x 17" trademark decals, small size decals, and news mats on all of the company's products. For more information—

Circle No. S38 on coupon, pg. 100

O. F. Mossberg & Sons, Inc., P. O. Box 1302, New Haven, Conn., makes available to dealers a colorful display piece for counter, wall, or window, flashing the Mossberg story to customers; 8-page consumer folders for enclosure with mailings or counter use; a 6-page consumer folder on

Mossberg's 4X scopes and its latest adjustable power scope; 4-page consumer folder on the Covey Hand Trap; a Mossberg emblem decal for use on door or window; a full scale, do-it-yourself Mossberg Gun Rack pattern with a retail value of 50 cents, available free, only five to a store; Retail Sales Manual for the dealer and his sales staff. In addition, the company offers free electrotypes as well as radio and TV commercials. For more information—

Circle No. S39 on coupon, pg. 100

Moore Push-Pin Co., 113-25 Berkeley St., Philadelphia 44, Pa., offers an attractive counter display stand, the Moore 720B, which holds 72 "serve-yourself" window packets of Moore picture hangers. All metal, the revolving display is 10¾" high, with a 9" diameter base. For more information—

Circle No. S40 on coupon, pg. 100

Supreme Products Corp., 2222 S. Calumet Ave., Chicago 16, Ill., has designed a colorful display, free to dealers, for its power drill auxiliary, the Versamatic. Included with the display are point-of-sale consumer leaflets. For more information—

Circle No. S41 on coupon, pg. 100

American Tackle and Equipment Co., "A" and Somerset Street, Philadelphia 34, Pa., is publishing a

monthly newsletter for fishing tackle dealers. The publication is designed to give tackle dealers information so they can make more profit. For more information—

Circle No. S42 on coupon, pg. 100

Atlas Asbestos Co., North Wales, Pa., wick manufacturers, furnish through wholesalers, metal merchandisers and cardboard counter displays with the purchase of merchandise. Two displays are the metal merchandisers for Glaswik and Flamemaster which not only keep 100-foot rolls of these wick brands clean, fresh, and easy to cut, but remind customers to order wick. With the 5½' rolls of Glaswik, Flamemaster and Beswik, a counter display is furnished with every dozen individual boxes of a size — the individual boxes being packed one dozen to a counter display. For more information—

Circle No. S43 on coupon, pg. 100

Aladdin Laboratories, Inc., 620 So. 8th St., Minneapolis, Minn., encloses a dealer merchandising kit in each box of six JON-E' Hand Warmers. Included is a cardboard counter display, a four-color folder stuffer, a window streamer and a dealer's return order post card for additional material. Four-color, self-adhering, clear acetate, 10" x 24" window posters for glass doors, display windows



the Multi-Purpose WASTE RECEIVER

Every model in the complete line of SANITARY WASTE RECEIVERS is designed for a purpose. Careful planning, based on proven sales records, provides you with only the fast-moving, top-selling models. There is no profit loss from "dogs" or year-end "dumping" . . . SANI-CANS are in

demand throughout the year, season after season, with steady, year-round profits for you. Every home, store, shop and office needs one or more modern SANI-CANS for convenient disposal of waste or litter. A SANI-CAN for every purpose brings big—

SANI-CANS offer a choice of standard open and patented step-on models, in popular sizes and attractive decorator colors, white, chrome and copper plate finishes, that command attention and compel buying action. See the SANI-CAN man in your locality or write the factory for prices, discounts and delivery schedules TODAY.

SANITARY RECEIVER CO., INC.

Dunkirk, N. Y.

The Original Step-On Receiver



"Jorgensen"
and **"Pony"**

CLAMPS

favorites in industry, schools, homes and on the farm for nearly 60 years. Competitively priced.

ADJUSTABLE CLAMP CO.
"the clamp folks"

SOLD THROUGH LEADING WHOLESALE
437 N. Ashland Ave. Chicago 22, Ill.

**30 YEARS OF
CUSTOMER SATISFACTION
AND DEALER PROFIT**

ADAMS

Exclusive water-proofing and uniform thickness prevents leakage and waste. Your customers will come back for more. Special attention given odd size cup orders. Advertised throughout the South and Southwest.

Also, it will pay you to handle

KAYO, TIP-TOP and ADAMS

Steel hand tools, cold chisels, punches, etc.



C. F. ADAMS, Inc.

420 South Lake St.
Fort Worth, Texas

and display cases are now available from the company, direct. For more information—

Circle No. S44 on coupon, pg. 100

Camillus Cutlery Co., Camillus, N. Y., offers the following sales aids in connection with promotions of the Camillus and Camco pocket knife lines: In the Camillus line are two display cases, the #5600 for the display of 12 and the #56-24 for the display of 24 pocket knives. Glass front panel with lined oak frame protects and displays knives in open position. Panels on both displays fit into locked wood storage cabinet base or can be used for wall or window display. Both #5600 and #56-24 are available without extra charge through Camillus wholesalers. Also available free of charge are window streamers in three colors, pennants in three colors, free newspaper mats, catalog sheets, and special promotion tips. For more information—

Circle No. S45 on coupon, pg. 100

Lebanon Chemical Corp., Lebanon, Pa., offers a number of free merchandising aids for its line of fertilizers, weed killers, insecticides and fungicides. A metal store sign "Authorized Dealer" is 15" x 12", silk screened in black and Day-Glo red or white baked enamel finish. Leaflets and stuffers are in two and three colors and offer wide variety. A 1-minute or 20-second radio announcement on

any product plus newspaper mats and window streamers are also offered. A Dealer Aid Folder 17" x 22", folding to approximately 8½" x 5½", two colors, two sides, describes all merchandising aids for the dealer's convenience and is available without cost. Lebanon also will pay 50 percent of newspaper and radio advertising expenses upon presentation of invoice and proof of insertion and use. For more information—

Circle No. S46 on coupon, pg. 100

S. G. Taylor Chain Co., Inc., Hammond, Ind., and Pittsburgh, Pa., offers dealers a new chain display stand with long-leverage chain cutter. When holding its maximum seven reels, it serves as a chain department in itself, occupying less than two square feet of floor space. For more information—

Circle No. S47 on coupon, pg. 100

Gale Products, Dept. 517A, Galesburg, Ill., makes available to Buycaneer dealers a full merchandising kit, including dealer display and consumer brochures, on its eight new 1957-model outboard motors. For more information—

Circle No. S48 on coupon, pg. 100

Lamson & Sessions Co., 1971 W. 85th St., Cleveland 2, Ohio, makes available to dealers a colorful flexible bolt display, the stand of which is

54" high, 24" wide, and 24" deep. Display trays are 14" deep, 23" wide, and 9" high, and provide an eye-catching setting for the company's "Brite Plated" bolts, nuts, and screws. For more information—

Circle No. S49 on coupon, pg. 100

Power Products Corp., Grafton, Wis., will supply dealers of its power mower engine with cartoons and other sales aids on request. For more information—

Circle No. S50 on coupon, pg. 100

Hanson Scale Co., 1777 Shermer Rd., Northbrook, Ill., offers its dealers two scale promoter display stands. Display #D-103 is a wooden stand free to any dealer who has Hanson scales, will hold seven sets, and is 18" wide by 14" deep. A bath scale sampler of six scales, No. 3580, includes without charge a merchandiser which can be used on the counter, floor or in windows. It is finished with soft rose background and jade green trim. For more information—

Circle No. S51 on coupon, pg. 100

The Ruberoid Co., 500 Fifth Ave., New York 36, New York, manufacturers of building products, offers a wide selection of envelope stuffers, window display material, counter displays, and special store displays in numerous sizes, colors, and materials. These include a 6-tier wire rack display for asbestos siding, rigid

more and more dealers are saying

"Let's handle GRIFFIN"



NEW VISIPAKS
Self-selling
protected, carded
HARDWARE



A full line
of wrought steel
BUTTS

"The dependable line of hinges to handle" . . . that's the trade's way of saying "We like to sell Griffin products." Order from our full line of wrought steel butts—plus a complete line of shelf hardware—in the selections you know your customers want.

GRIFFIN
"since 1899"
MANUFACTURING CO. ERIE, PA.

Carolina
TOP QUALITY
Cork Fishing Floats
FOR
All Fresh Water Fishing

NON-RESISTANT
TANGLE-PROOF



6
Sizes

Precision made from select cork



Ask your Sporting Goods Jobber for this fast
selling line of floats

"SORRY"

Whenever a customer requests a name-brand product, and you say "Sorry", it amounts to money thrown away.

Water Masters are readily available. Why say "Sorry" when a small stock will give you your share of the millions of Water Masters that are sold every year.

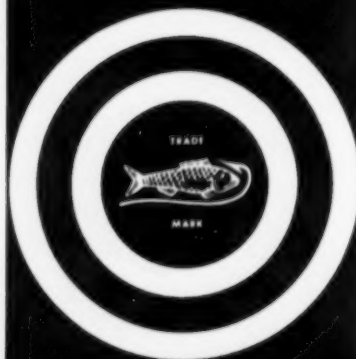


GET THE
GENUINE

**WATER
MASTER**

The Hardware Man's
TOILET TANK BALL
America's Largest Seller

when they say
"HAND SAW"
you say
SANDVIK



Sandvik STEEL INC.

Saw & Tool Division

1702 Nevins Road, Fair Lawn, N. J.

2204

model boards, etc.; a two-piece metal entrance doorway truck sign; a Day-Glo banner; and a color selector chart. Also included are a number of colorful counter displays. For more information—

Circle No. S52 on coupon, pg. 100

Linen Thread Co., Inc., 418 Grand St., Paterson 1, N. J., offers dealers sample cards which will serve as sales aids for the company's seine twine. Attractively designed, the sample cards may be hung within customer view to dramatize the product. For more information—

Circle No. S53 on coupon, pg. 100

The Yale & Towne Manufacturing Co., Stamford, Conn., provides carded hardware as a dealer help in boosting sales. The company also advocates the use of mounted samples on display boards as a permanent merchandising idea. Package merchandisers are offered by the company for location in such strategic position as next to the cash register, on the counter, in the window, or near tie-in merchandise. All merchandisers are in bright colors and polyethylene bags are used to package many of the products. For more information—

Circle No. S54 on coupon, pg. 100

Langley Corp., 310 Euclid Ave., San Diego 14, Calif., offers its dealers seven newspaper ad mats of Langley spinning reels and Fisherman's De-Liars. Mat proofs are reproduced in a 4-page folder and are available at no charge in 1- and 2-column widths, ranging from five to 10 inches deep. For more information—

Circle No. S55 on coupon, pg. 100

Nixdorff-Krein Manufacturing Co., 916 Howard St., St. Louis 6, Mo., has available the Merchandiser Display Rack which holds eight of the company's fastest selling types and sizes of chain with a built-in chain cutter. The reels have square holes to prevent chain from running out on the floor. The display has a spare rack for extra stock and has a tubular steel frame with no sharp edges. For more information—

Circle No. S56 on coupon, pg. 100

Zebco Co., 1131 East Easton St., Tulsa 1, Okla., offers to dealers a folder containing Goodstix window display, a counter display card, window streamers and envelope stuffers announcing Zebco's new Feather-touch Control now available on Models 33 and 44. For more information—

Circle No. S57 on coupon, pg. 100

The Edwin H. Fittler Co., Philadelphia 24, Pa., offers several sales aids for dealers' use in merchandising Fittler products. (1) Octagonal Display and Dispenser Boxes 3/16" dia. up to and including 3/4" dia. sizes. Manila and Sisal Rope. (2) Wire Rope Display Racks requiring 20" x 30" floor space to display and dispense four

"FOR IMMEDIATE DELIVERY!"

NUTS



SCREWS



BOLTS



WASHERS



ATLAS OF NEW YORK

WIRE
MM178

• WRITE •

PHONE
NE 5-2597

ATLAS SCREW & SPECIALTY CO., INC.
DEPT. SH
3661 N. W. 48th ST., MIAMI, FLORIDA

Tapatco

TRADE MARK REGISTERED U.S. PAT. OFF.
HORSE COLLAR PADS



For every work horse and mule.
"The pad with the rust-proof
red hooks"

Tapatco

TRADE MARK REGISTERED U.S. PAT. OFF.
TRACTOR SEAT CUSHIONS



For every tractor and farm
implement seat.

See your jobber or write us.

THE AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio

**MAKERS OF FAMOUS TA-PAT-CO
HORSE COLLAR PADS SINCE 1881**

sizes of rope — only a small charge made for this display rack when ordered with 300 lbs. or more of rope. (3) Counter Display Boxes containing 100 ft. Connected coils Fittler Manila and Fittler Sisal Rope in ¼", 5/16", ¾", and 1½" dia. sizes. (4) Rope Merchandiser that handles seven sizes of rope — displays, measures and cuts rope to desired lengths. Small charge made for this merchandiser, shipped freight prepaid. (5) Display Box containing 50 ft. connected coils of either ¼", 5/16", ¾", dia. sizes and 25 ft. connected coils ½" dia. size Fittler "Stabilized" Filament Nylon Yacht Rope. (6) Display Boxes containing Fittler high tenacity yellow polyethylene or Fittler Manila Water Ski Tow Ropes — six boxes to a master shipping carton. To all dealers handling Fittler Brand Manila Rope, Fittler will furnish, on request a blue and yellow metal sign for counter or wall use. For more information—

Circle No. S58 on coupon, pg. 100

Propulsion Engine Corp., 311 Marion Ave., South Milwaukee, Wis., offers a number of dealer helps to cover its Mow-Master power mowers. Display material includes a jumbo size product identification tag to hang on the mower handle. A window display banner, 2 color, 17" x 30", features Mow-Master rotary mowers, and is designed for display window or wall use. Ad mats featuring Mow-Master rotary mowers and also Grind-A-Leaf pulverator attachment for Mow-Master rotary mowers, are available in one-, two-, and three-column sizes. For more information—

Circle No. S59 on coupon, pg. 10.

Crescent Tool Co., Jamestown, N. Y., has available displays for all the

better selling items in its complete line of wrenches, pliers, screwdrivers, hacksaws, tinner's snips, special line-man's tools, etc. The displays, 22 in all, can be mounted in units of one, two, four, six, and 12 panels. Various fixtures are offered by the company at a small cost. No charge is made for the display panels, they are billed at the cost of the tools on them. Crescent also has display cards available at no cost. For more information—

Circle No. S60 on coupon, pg. 100

Garcia Corp., 268 Fourth Ave., New York 10, N. Y., offers to dealers a consultant service, a library of 16mm sound-color films, and the services of fishing experts to set up in-store demonstrations and to present lectures. Merchandising aids include the Mitchell Counter Card, die-cut to hold Mitchell reel and one spool of Platy; the Abu Reflex Lure transparent window streamer; the Spin Casting Streamer, an in-store streamer illustrating six steps to successful spin casting; and the Mitchell Reel Streamer, available in large or small size, and featuring the Mitchell reel. For more information—

Circle No. S61 on coupon, pg. 100

Champion DeArment Tool Co., Meadville, Pa., offers dealers a wide range of sales aids including imprint book matches, display boards and display rolls, newspaper mats, counter signs, decals, envelope stuffers, and counter coats for sales personnel. Display boards offered include No. 26 which is designed as a permanent display. The 26 different pliers on this board are securely fastened in place and are lacquered to make an attractive, long-lasting display. The board is ¾" plywood, measuring 24" x 30".

Display boards 57, 75-A and 87, of the same size, are dispensing boards containing selected assortments or the complete line of pliers which may be sold right from the boards. No charge is made for the boards when merchandise is purchased, boards remaining company property. Small 4½" pliers available in five different patterns are merchandised on 3-color display board and are also available in a velvet lined fitted case. Advertised as Channellocks "Little Champ" pliers. A counter promotion kit has been designed to contain nine of the Heavy Duty Slip Joint pliers — four 6"; three 8"; and two 10" patterns. Each plier is individually cartoned and all nine pliers are packaged in a blue and white on silver foil carton. For more information—

Circle No. S62 on coupon, pg. 100

Utica-Duxbak Corp., Utica 4, N. Y., has available for dealers a complete mat service covering the company's line of sportsmen's clothing. Offered also is colorful corrugated display material for window backgrounds or for use on TV programs. Other sales aids include window streamers, counter cards, and literature for mailing. For more information—

Circle No. S63 on coupon, pg. 100

Alan Wood Steel Co., Conshohocken, Pa., has available copies of its A. W. Cut Nail descriptive leaflet. The leaflets can be supplied imprinted with the dealer's name, address and telephone number for use as envelope stuffers. For more information—

Circle No. S64 on coupon, pg. 100

Upton Brothers, Inc., 65 Broad St., Rochester 14, N. Y., offers a perma-

W. R. C. Smith Publishing Co.
Department SH-10
806 Peachtree St., N.E.
Atlanta 8, Georgia

☐ New

☐ Renewal

Please enter my subscription to SOUTHERN HARDWARE for 3 years.

Name _____

P. O. Box or _____

Street and No. _____

City _____ State _____

Firm _____ Position _____

☐ Enclosed find \$2.00

☐ Send bill for \$2.00

SWISH-ERR
SELF
PROPELLED

9
MODELS

Write for
free folder
on all SWISHER
Power Mowers

Swisher Mower & Mach. Co.

Warrensburg, Missouri



MODEST
PRICE



**MARSHALLTOWN
TROWELS**

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



nent, self-service display of all plastic construction at no extra cost for the TD-48 Hold-E-Zee screwdriver assortment. This Tenite display holds a stock of 48—17 types and sizes—one to six of a kind. Each driver is marked on the display for number and price for easy replacement when sold. For more information—

Circle No. S65 on coupon, pg. 100

Kaiser Aluminum & Chemical Sales, Inc., 919 N. Michigan Ave., Chicago 11, Ill., makes available to dealers work drawings with complete bills of materials on 22 Farm Service Buildings; also complete plans for a carport and patio roof. The pocket-size Conversion Calculator to speed and simplify aluminum roofing calculations is offered. It is made of heavy cardboard and operates like a slide rule. One side of the calculator lists computations for corrugated and five V-crimp roofing sheet in 26-inch widths and in lengths ranging from six to 12 feet. The other side contains similar data for 48-inch wide corrugated sheet. For more information—

Circle No. S66 on coupon, pg. 100

The Weber Lifelike Fly Co., Stevens Point, Wis., offers a variety of permanent metal displays for Redi-Pak nylon packages, loose hooks, flies, fly lines and other tackle items. The No. RR12 revolving rack displays one gross of Redi-Pak nylon

coils. Nos. R144 and RR146 are also revolving racks; each holds one gross of plastic boxes with hinged covers and is designed to display loose hooks or eyed flies. Half-size stationary units of the latter, Nos. R72 and R73, display half the quantity of hooks or flies. In addition, there is the new No. RR11 "in-between" size in multiple-tier revolving racks designed to hold Weber display panels. This unit consists of two individual racks which revolve independently; it holds six narrow and five wide display panels. A number of new display boards, boxes, and other packages are also available for 1957. For more information—

Circle No. S67 on coupon, pg. 100

Cleveland Mills Co., Lawndale, N. C., offers a printed corrugated floor display rack for merchandising the complete line of Mike twine and cordage. Approximately 4' high, this stand has five shelves with dividers, making 10 display compartments. White on the outside with blue bins, the stand is printed in red and blue. For more information—

Circle No. S68 on coupon, pg. 100

Chas. O. Larson Co., P. O. Box 358, Sterling, Ill., manufacturers of wire goods, wire specialties and hardware construction sets for the do-it-yourself trade, has available for dealers envelope stuffers on Saw Horse Brackets and various construction

sets, which may be obtained in moderate quantities without charge upon request. Counter models for three styles of Saw Horse Brackets and one style of Folding Leg Brackets are available without charge under certain conditions through wholesalers. For more information—

Circle No. S69 on coupon, pg. 100

Columbian Rope Co., Auburn, N. Y., has available for dealers an assortment of window display materials including ship cutouts, samples of manila and sisal fibres, folders and pamphlets, and a red and blue dealer sign. Colorful sales promotional booklets are available on various company products. Currently offered also are two dispenser racks sold through wholesalers. The Columbian Rope Merchandiser requires only 22" by 12" of floor space and holds seven sizes of rope which can be cut to desired lengths. Another dispenser, the Colpack Rope Rack, holds four cartons of rope. Additionally, the company offers various counter display cartons and carded products, individually packaged such as starter ropes, jute, twine, mason's line and Christmas twine. For more information—

Circle No. S70 on coupon, pg. 100

Foley Manufacturing Co., 3300 5th St., N. E., Minneapolis 18, Minn., continues its 14-day trial offer on 18",

Are you making full use of our Reader Service?

The editorial and business staff of SOUTHERN HARDWARE is eager to serve you. One way in which we can help you is to make it easy for you to draw upon the wealth of technical and promotional material available from manufacturers.

In the accompanying pages are the descriptions of scores of useful catalogs, helpful literature and sales aids.

Check over the list of publications and informative bulletins available, note the numbers of the ones you need on the Handy Return Card coupon along with your name, title, company, and address plainly written. We will tell each manufacturer to send directly to you the information you want.

Address your requests to:
Reader Service

SOUTHERN HARDWARE

806 Peachtree St., N. E.
Atlanta 8, Georgia

A COLD WATER PUTTY THAT STAYS PUT



CONSUMERS CRACK FILLER

When there's a crack, hole, or crevice to be filled—whether it's as thin as a hair or big enough for your fist (well, maybe not quite that big)—Consumers Crack Filler does the job best because it stays where you put it. And that Consumers "stay put" quality means "stay put" business for you, from contractors and home owners.

Consumers sells best because it

- Goes in easily.
- Dries hard and stays hard.
- Can be sanded or sawed, painted or stained, just like wood.
- Will not crumble, chip, or fall out.

Consumers Crack Filler comes in 1 and 5 lb. cartons, 25, 50, and 100 lb. drums. Order this Consumers "Product of Merit" from your wholesaler or directly from us.

CONSUMERS GLUE CO.

1515 Hadley St.
St. Louis 6, Mo.



**CHOICE for Quality the World
Over for 70 Years**

SMITH BLIZZARD Sprayer



World's most beautiful sprayer. Solid copper tank. Pt. Qt. Nothing else like it.

SMITH JIM DANDY Cart Sprayer



"King of all sprayers." Easy to wheel and operate. Large rubber tire wheels 12 ft. oil proof hose. 5 gal. tank. Pressure gauge. Adjustable nozzle.

Many Other
Styles and Sizes

PRICES ALLOW ATTRACTIVE MARK-UP

D. B. SMITH & CO.

428 Main St., Utica 2, N. Y.
"Originators of Sprayers"
Canadian Rep. G. L. Cohoon
1265 Stanley St., Montreal 2, Canada

Send
for
Catalog

19", and 20" deluxe Foley mowers, as a promotional aid to dealers. A customer is allowed a 14-day trial on his lawn. If not satisfied, he may return the mower and get his money back. The dealer has nothing to lose as the company states that it will replace the used mower whenever requested. A window streamer and advertising mats also are available. In its advertising program, a two-column six-inch mat will be run free in any dealer's local paper if that dealer will purchase three deluxe model mowers (excluding Demonstrators and Scotsman models). In metropolitan areas the dealers will be listed, free, on a big dealer listing ad. Under the co-op ad plan, after the first ad is run free, the company will then cooperate on a 50-50 basis with dealers on their future Foley mower newspaper advertising when using its standard ad mats. For more information—

Circle No. S71 on coupon, pg. 100

The Wood Shovel and Tool Co., Piqua, Ohio, offers to dealers a brochure and a proof sheet on advertising mats which are available free of charge. A self-mailer on the company's Jet-Lite line of shovels, spades and scoops can be used by the wholesaler and the dealer alike and is available in any quantity upon request. A floor type shovel rack which provides a great degree of flexibility inasmuch as it can be moved from one part of the store to another and which displays six or more shovels, spades and scoops is made available at a small extra cost. For more information—

Circle No. S72 on coupon, pg. 100

Republic Steel Corp., 3224 East 45th St., Cleveland 27, Ohio, offers the Blue Ridge Roofing 15-piece kit for dealers which contains dealer information and sales guide folder, newspaper ad mat sheets, publicity release, catalog sheet, radio spots, and full-size samples of window banner, hanger or counter card, and consumer folders for Blue Ridge and other Republic farm products. If dealer wants ad mats, or sales material in bulk, the kit includes a postage-paid order card. For more information—

Circle No. S73 on coupon, pg. 100

For information on

NEW PRODUCTS

See page 93



FISHING EQUIPMENT

Now More Popular Than Ever
NEW ITEMS! Old Pal, favorite with "dyed in the wool" fishermen, is now more popular than ever. You will capture an even greater share of the fishing equipment market with these and other new and improved items.

NEW DESIGN! Old Pal's new and exclusive two-color printing offers spectacular "buy" appeal. New engineering adds strength and convenience of use. Check the new features of these new items and see for yourself.



Wade-R-Floator No. 14G4

Floating (plastic ring). Galvanized; one piece; round. 6 1/2" adjustable shoulder strap. 4-qt. capacity.



Minnow Bucket No. 71G10



Perforated metal carrier. Round; detachable, recessed cover with linged and perforated lid. Galvanized. Capacity, 10 qts. Aluminum and galvanized models, oval and round, to 24-qt. capacity also available.



Elevator Bucket No. 20G10EL

Special elevator device permits lifting minnows or any hard-to-handle live bait to top of bucket without getting hands wet. One piece; removable lid. 10-qt. capacity. Also floating model.



Wading Minnow Cans No. A6S



Oval. Deep drawn, perforated aluminum lid for easy baiting. Galvanized body. 4 1/2" adjustable shoulder strap. 2-qt. capacity. Also aluminum carrier with filter liner.



Molded Pulp Buckets No. 10P

Strong, welded steel wire frame supports air filter liner. Frame attractively finished in green enamel. Solid fiber cover. 10-qt. capacity. Others from 4 to 20 qts.



Plastic Spin Kit No. 370

New, exclusive design. Two clear plastic linged lids open from either side. Colored plastic body has 16 compartments. Firmly anchored belt loop. 9 1/4" x 4" x 2".

For the most complete line of the finest quality fishing equipment, order Old Pal from your wholesaler.

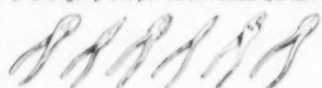
OLD PAL, INC. Subsidiary of
Animal Trap Company of America
LITITZ, PA. PASCAGOULA, MISS.
NIAGARA FALLS, CANADA

show 'em
this plier...

and YOU'LL
SELL IT



For a longer profit per sale...SELL QUALITY



SELL THE COMPLETE CHANNELLOCK LINE

A sale is in the making every time your customers "heft" a Channellock 420 plier. The reason? No other plier does so many jobs so well. It grips any shape... of any size ($\frac{1}{8}$ " thru $1\frac{1}{4}$ ")... with a grip like a pipe wrench. This all 'round usefulness is the reason why more and more householders... as well as mechanics... want and buy Channellock 420. So make the Channellock line your plier line... and let the Channellock 420 lead the way to greater profits for you.

CHANNELLOCK National Advertising

Creates customer preference



CHAMPION DEPARTMENT TOOL COMPANY
MEADVILLE, PENNSYLVANIA

Campbell, Julius Assume New Posts for McKinney

HOWARD N. CAMPBELL, JR., vice-president of the McKinney Manufacturing Co., Pittsburgh, recently was placed in charge of the firm's research and product development program, and William R. Julius, Jr., was appointed general sales manager, according to an announcement from John Gibson III, president.

Campbell has served in various executive capacities with McKinney for over 30 years. Julius has been field sales manager since joining McKinney in 1954.

Lyman Releases Handbook on Target Shooting

THE LYMAN Gun Sight Corp., Middlefield, Conn., has recently published the 41st edition of its reloading handbook, a 200-page manual with up-to-the-minute data on the rapidly-growing sport of handloading ammunition for target shooting and hunting.

CLASSIFIED

HARDWARE STORE—NE Fla. Estab. 39. No loc. same nrhd. No bldg., eqpt. mdse. Age health forces sale. Excel. pot. Ask \$38,500. Write for brochure. Ref. B 9340

HARDWARE & BUILDING MATERIALS—NW Fla. Estab. '36. Net \$21,741. Grow. cummy near Gulf of Mex. Excel. clim. All eqpt. Owner retiring. Pot. unlim. Ask \$75,000 for quick sale. Det. on Req. Ref. B39405.

FARM IMPLEMENT MANUFACTURING—Midwest. Trade Name estab. '45. Over 1000 diredist. Plant 37,300 sq. ft. 6 $\frac{1}{2}$ acres RE (opt). Good labor-management. Ask \$750,000. 29% down will handle. Not a distress sale. Write for brochure. Ref. B 62290.

BUSINESS MART OF AMERICA
6425 Hollywood, L. A. 28, Calif.

INTRODUCTORY OFFER FREE!
Free Latest Complete Catalog. Free Get Acquainted Special. Low Prices on Full Line Plumbing, Heating, Hardware, Specialties.

SEABOARD PLUMBING SPECIALTY CORP.
1007 Atlantic Avenue, Dept. SH,
Brooklyn, N. Y.
SALESMEN WANTED IN ALL TERRITORIES

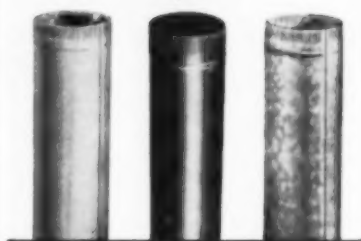
MANUFACTURERS' REPRESENTATIVE AVAILABLE

Manufacturers' Representative desiring Hardware Mill Supply Lines. Twelve (12) years experience in "Specialty Selling" now going in business for myself as Agent. Covering states of Tenn., Ark., Miss., Ala., and La. George Stoltz, 4870 Marion Avenue, Memphis 17, Tenn., Phone: MUtual 5-0663.

A Quality Line...
A Complete Line...

FOLLANSBEE

Stove Pipe



Furnace and Stove pipe



Stove pipe Reducers



Stove pipe elbow and tee

You'll be able to fill all of your customers' stove pipe needs with this complete, quality line of Follansbee Quick-Lock* and Security-Lock* Stove Pipe.

Here's an opportunity for real profit with a Stove Pipe Line that needs no introduction. Available in distinctive blue, galvanized and chromium. You can also offer the accessories—items like: elbows, angles, tees, collars and all types of reducers—in each of these finishes.

*Quick-Lock—Locks in a jiffy, without tools. Available in Blue, Galvanized and Chromium.

*Security-Lock—Requires tools for closing. Available in Blue and Galvanized.

Shipped in sturdy, corrugated cartons

See your jobber or write

Sheet Metal Specialty Division

FOLLANSBEE

Steel Corporation
Box 567



Follansbee, West Virginia

Southern Farm Equipment

OCTOBER
1957

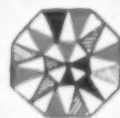
Shop Specials Cut
Those "Loss" Months
Pg. 124

Section of SOUTHERN HARDWARE, 806 Peachtree St., N. E. Atlanta, Ga.



LUKE LOMBARD CHAIN SAW CHAMP
SAYS: "HERE IT IS...!!!"

THE *Gem* OF ALL CHAIN SAWS



THE *All New*
LOMBARD SUPER 6

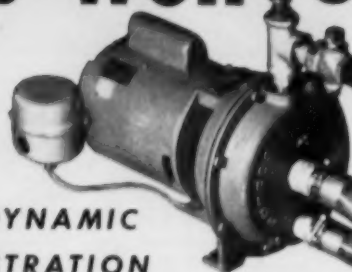
Direct Drive — D-64 (Over 6 Horsepower)

QUALITY • PRECISION • HIGHEST POWER EVER!!

LOMBARD GOVERNOR CORPORATION
Ashland, Massachusetts

POSITIVE

deep well self-priming



GOULDS PRIME-FLOW
Deep Well System

SEE THIS DYNAMIC
DEMONSTRATION
AT YOUR DISTRIBUTOR'S!

Goulds trouble-saving feature keeps profits in your pocket

Most shallow well jet pumps are "termed" self-priming. If self-priming is so important for shallow-well pumps, then how about deep well pumps? It's **more** important! A Goulds Prime-Flow self-priming deep well jet pump will not lose prime when the well end of the foot valve is exposed to air. Combination of Goulds patented double air separation chamber with Goulds patented self-priming centrifugal pump makes this possible. This self-priming:

1. Eliminates service calls to reprime
2. Prevents seal from running dry
3. Means air handling ability; no water-logged tanks

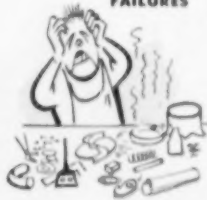
This means you make a permanent profit. Your earnings are not eaten away by costly service calls. Sell Goulds Prime-Flow deep well pumps . . . for permanent profits . . . satisfied customers!

GOULDS PUMPS INC., Dept. SH-1057, Seneca Falls, N. Y.

NO CALLS
TO
REPRIME



NO SEAL
FAILURES



NO
WATER-LOGGED
TANKS



Best jet yet!

Sell the pumps that help sell you . . .

GOULDS
Water Systems

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Volume 12

Number 10

Postmaster, Send notices by Form 3579 to 806 Peachtree St., N. E., Atlanta 8, Ga.

► **Farm Income**

Nosing out the \$14.8-billion estimate of 1956, farmers received about \$15.0-billion from marketings in the first seven months of 1957. Prices averaged nearly 3% higher, but marketings were down slightly. Total receipts in July were about \$2.5-billion, up 6% from a year ago because of higher prices and slightly larger marketings.

► **Crop Prospects**

Total crop production, based on August 1 conditions, is expected to be near the average of the past five years, although below the record last year. Crop prospects actually improved during July. Index of yield per harvested acre, at 123, is only one index point below last year, despite late planting setbacks.

► **Exports**

An expanding export market has been one of the major factors in maintaining the record high level of economic activity this year. Increased farm exports, up 35% from 1955-56, contributed about a third of that gain. Surplus disposal and special export programs facilitated greatly increased cotton and wheat exports.

► **Farm Labor**

July represented the first month since the fall of '55 where no sizable decrease in total farm employment occurred from the same month a year earlier. Total employment was about 1% greater than last year due to the 7% increase in hired workers. Family employment dropped 2%, or about 122,000 workers.

► **Commodity Highlights**

Cottonseed production is about 10% less than '56 due almost entirely to a decline in cotton acreage, and soybean output will be down 6% because of lower yields. Peanut production will be about 1% below '56. A '57 cotton crop of 11.8 million running bales estimated as of August 1, a carryover of 11.4 million bales and estimated imports of 0.1 million bales, indicate a total supply of 23.3 million bales, 4.5 million below the record of the '56-'57 season. Expected in the current season is a further reduction in carryover stocks.

► **Farm Machinery**

USDC reports that the estimated value of shipments of selected classes of products of farm machines and equipment were generally higher for the first quarter of '57 than for that of '56. The most significant percentage increases over the second quarter of '56 were reported for harvesting and haying machinery.

NEWS HIGHLIGHTS

SFEM to Hold Fall Meeting at Radium Springs, Ga.

THE SEVENTH Annual meeting of the Southern Farm Equipment Manufacturers, Inc., has been slated for October 31-November 1 at Radium Springs, Ga., SFEM Meeting Committee Chairman John T. Phillips, Jr., has announced. Registration will begin on Wednesday afternoon, October 30, he said.

Phillips indicated that outstanding speakers had agreed to participate and that a variety of entertainment had been planned.

"Radium Springs was selected for the meeting because of the delightful weather usually experienced in the fall in southwest Georgia and because of the beautiful, peaceful, relaxing atmosphere of the Radium Springs resort and surrounding environs," he explained.

Sales Setup Revamped by Minneapolis-Moline

TO FIT its sales programs to different geographical areas and to insure development of farm and industrial machinery to regional requirements, Minneapolis-Moline, Minneapolis, Minn., has reorganized its sales and service operations to function from six regional headquarters, with branch offices in 19 cities.

This major revamping of the firm's sales and service organization was announced by Robert R. Greenwalt, vice-president of company sales.

The new regional offices have been established at Atlanta, Ga.;

Columbus, Ohio; Fargo, N. D.; Kansas City, Kan.; Los Angeles, Calif.; and Peoria, Ill.

Promoted from the MM sales organization and reporting directly to the director of field sales, Matt Carroll, in the firm's general Minneapolis offices, the regional managers are: C. W. Spigener, Atlanta; C. A. Kiener, Columbus; O. L. Urevig, Fargo; M. E. Birney, Kansas City; G. D. Dodson, Los Angeles; and M. M. Dillon, Peoria. Each regional manager will be responsible for the sales and service operations of the company through the 19 branches covering the United States and Canada. These branches have been established to provide more detailed handling of dealer and customer matters on the local level.

More than a year of extensive market research into sales potentials of each geographical area preceded this reorganization. Purpose of the new regional setup, according to Greenwalt, is "to custom-fit Minneapolis-Moline sales programs to the rapidly changing requirements of these major segments of the economy. Farm and industrial problems and needs for machinery, as well as crops, are of widely differing character in the great plains of the Northwest from those of the more densely populated Midwest, the eastern Seaboard, the South, the Southwest, and the Pacific coast. With each regional manager alert to and responsible for problems in his own area, Minneapolis-Moline will be constantly aware of the changing patterns of agriculture and of industry and will have developed



R. R. Greenwalt C. W. Spigener

well in advance products to fit these needs. The regional managers will work closely with the branch managers in their areas and with the product research and market research departments in the general offices."

"Factory" Farmer to Speak at October FEMA Meeting

A "FACTORY" farmer who operates 8,000 acres of land in California, grazes 6,000 head of cattle in South Carolina, and employs up to 1,000 farm hands to keep his operation in motion will be a featured guest speaker at the Farm Equipment Manufacturers Association annual convention in Los Angeles, Calif., October 21-25, at the Ambassador Hotel.

He is W. B. Camp, Jr., of Bakersfield, Calif., now considered one of the nation's largest "factory" farmers, who carries on his activities with the sole help of his father and brother.

FEMA members at the meeting will also hear details on a \$10-million financing program which will allow retailers to floor plan equipment beginning January 1.

The program was jointly developed by FEMA and one of the country's largest independent financing companies.

A "get-acquainted" meeting for West Coast manufacturers has also been arranged during the convention by the association and a local publisher and consultant, Os-good Murdock. Both FEMA members and non-members may attend.

Manufacturers may contact farm equipment wholesalers at convention headquarters during October 23 through October 26.

Advance registration forms and hotel reservations may be arranged by writing FEMA, 7734 Bonhomme Ave., St. Louis 5, Mo.

Case Dealers Briefed on New Policies, Equipment

"CASE LEADERSHIP on Parade" was the theme of the J. I. Case Co.'s first annual Industrial Dealer Meeting held recently at the company's Burlington, Iowa works.

Progress of the Industrial Division to date, and plans for the future, were outlined by John T. Brown, Case president, and Marc B. Rojzman, executive vice-president and general manager. D. A. Milligan, Industrial Division manager, gave a preview of the sales and product programs for 1957 and 1958.

In his keynote address, Rojzman pointed out that Case industrial sales volume is now running at a rate of more than 100 percent ahead of last year.

He also announced that because the new counter-rotating Terramatic transmission, used on 80 and 100 hp Case Terratrak crawler tractors, has proved so successful in the field, Case is doubling the warranty on this transmission from six months to a full year.

John Grayson, president of the newly formed Case Credit Corp., introduced a new program that provides Case dealers with a dependable source of credit for financing new and used tractor and equipment sales. Minimum down payments, easy monthly terms with up to three years to pay, and "skip-payments" during slack periods, are provided in the program.

A special feature of the meetings was a model display of the complete line of Case industrial products, including wheel and crawler tractors from 42 to 100 hp, equipped with hydraulic loaders,

bulldozers, angledozers, backhoes, scarifiers, fork lifts and trailers. Also unveiled were a new 42 hp "Logging Special" crawler, a Model 320 high-lift crawler-dozzer, and a special low-priced Model 320 wheel loader.

Zimmerman Heads M-H-F Service in U. S., Canada

MASSEY - HARRIS - FERGUSON has recently announced appointment of J. Zimmerman as general serv-



J. Zimmerman

ice manager in charge of American and Canadian service activities for the company.

Zimmerman joined Massey-Harris-Ferguson in 1943 as Saskatoon

branch service manager. Three years later he was transferred to Toronto as assistant to the head office service manager and spent several months in Europe on service promotional programs. In 1949 he became United States service manager, with headquarters in Racine, Wis., and four years ago he was appointed general service manager, United States, a position he has held until his present appointment.

FEMA Members Subscribe to Business Ethics Code

MEMBERS of the Farm Equipment Manufacturers Association on September 1 displayed their newly-developed "FEMA Code of Business Ethics," and at the same time pledged to honor its eight points alluding to private and industry responsibilities and conduct standards.

Commented FEMA President W. A. Matheson, Sr., of Portable Elevator Manufacturing Co.:

"I know every member enthusiastically subscribes to our new code which was adopted by the board of directors at our last convention. This code, like other activities of our organization, was designed to raise to a still higher

(Continued on page 140)

CONVENTION DATES

Alabama, Nov. 7-8, Thomas Jefferson Hotel, Birmingham, Ala. Secretary F. A. Kummer, Box 630, Auburn, Ala.

Carolinas, Jan. 26-28, Hotel Charlotte, N. C. Secretary, A. A. Chappell, 210 National Bank Bldg., Wilson, N. C.

Deep South, Dec. 12-13, Hotel Monteleone, New Orleans, La., Secretary, John J. Crawford, 1407 Murray St., Room 206, Alexandria, La.

Florida, Nov. 17-19, Ft. Harrison Hotel, Clearwater, Fla. Secretary, Allen Hutchinson, Box 3066, Orlando, Fla.

Georgia, Dec. 2-3, Dinkler-Plaza Hotel, Atlanta. Secretary, Joe F. Pruett, 550 Riverside Drive, Macon, Ga.

Kentucky, Nov. 14-15, Kentucky Hotel, Louisville, Ky. Secretary, Frank R. Dornheim, 978 Barret Ave., Louisville, Ky.

Mar-De-Va, Feb. 9-11, Emerson Hotel,

Baltimore, Md. Secretary, Millard E. Eyler, Box 285, Winchester, Va.

Mid-South, Jan. 20-21, Hotel Peabody, Memphis, Tenn. Secretary, Thad Carraway, Chisca Hotel Bldg., Memphis.

Mississippi Valley, Dec. 10-11, Sheraton-Jefferson Hotel, St. Louis, Mo. Secretary, W. E. Parsons, 220 Sheraton-Jefferson Hotel, St. Louis, Mo.

Oklahoma, Feb. 2-4, Skirvin Hotel and State Fair Grounds, Oklahoma City, Okla. Secretary, Aaron Gritzmaker, 515 Midwest Bldg., Oklahoma City, Okla.

Texas, Jan. 19-22, Statler Hilton, Dallas, Texas. Secretary, Ray M. Souder, 1108 Gibraltar Life Bldg., Dallas, Tex.

Tri-State, Feb. 9-11, Herring Hotel, Amarillo, Texas. Secretary, R. B. Allen, Canyon, Tex.

Virginia, Jan. 30-Feb. 1, Hotel Roanoke, Roanoke, Va. Secretary, David Raine, 1103 E. Main St., Richmond, Va.

Shop Specials

cut those "loss" months

AS THE DIRECT result of early planning O. W. Beaver of Beaver Motor & Implement Co., Knoxville, Tennessee, made three winter months show gains instead of a loss, and he is convinced that many dealers could profit similarly in the "dead" months ahead.

Beaver, incidentally, is president of the Mid-South Farm Equipment Association, having been elected at the 1957 convention in Memphis.

"For years," he says, "it has

been a problem to convince a farmer that it is to his interest, as well as to that of dealers, to get tractors and equipment into the shop during the winter months. He should have that work done when the dealer isn't covered up and could do a good job.

"We made plans early for some promotion on that subject. In November, we took our mailing list of Farmall tractor owners. We worked up a special flat-rate pack-



To increase shop work during the winter months company stages contests, awarding merchandise to employees when so much business is brought into the shop. Here, Oscar W. Beaver writes out the point awards which are redeemable in merchandise.

age on a tractor overhaul. In this package deal we made some concessions and gave the farmer a better flat-rate than we normally do during the season. This letter went out the last week in November, and the response was immediately good.

"Many farmers brought in their own tractors, while we had to pick up a few.


"Later we sent out a follow-up mailing on this with a postcard being mailed on December 26. The work had not exactly slowed down then, but we felt it might do so after Christmas. That's why we mailed this additional reminder right after Christmas.

"The result was that we had enough service work—mostly major overhauls—to keep our shop busy through the middle of March. However, we stopped taking service jobs on this special deal about the middle of February. In other words, the campaign extended through December and January.

"It was the first time any big effort had been put on to get that work in and it certainly paid off.

"The promotion not only kept our shop crews busy, but it increased our parts sales considerably in months when normally there is no parts volume.

"In order to get our organization behind this plan, we ran a contest for our service mechanics and parts men. For each job using from \$25 to \$49 worth of parts, 100 prize points were awarded. That was scaled on up to \$200 and over, with 800 points.



BEAVER MOTOR & IMPLEMENT CO.
701 East Jackson Avenue
KNOXVILLE, TENNESSEE

6.95 --- DECEMBER SPECIAL --- 6.95

A SPECIAL OFFER TO FARMALL TRACTOR OWNERS, FOR A LIMITED TIME ---

PARTS EXTRA

<p>FREE 14 POINT INSPECTION</p> <ol style="list-style-type: none"> 1 Tires 2 Brakes 3 Battery 4 Steering 5 Air cleaner 6 Carburetor 7 Compression 8 Starting 9 Radiator 10 Clutch 11 Front wheel bearings 12 Hydraulic system 13 Lubrication 14 Loose nuts and bolts 	<p>PUT NEW POWER AND PEP INTO YOUR TRACTOR WITH OUR 14 POINT TUNE UP</p> <ol style="list-style-type: none"> 1 Clean, re-gap spark plugs 2 Re-gap breaker points 3 Clean, re-time ignition system 4 Check compression 5 Clean fuel sediment bowl, screen 6 Clean carburetor; adj fuel level 7 Adj. carb. idle mixture and idle sp. 8 Adjust governed speed 9 Wash air cleaner, put new oil in 10 Clean oil pan and screen 11 Adjust fan and generator belts 12 Flush cooling system 13 Clean radiator fins 14 Replace radiator hose & cap if necessary.
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MOTOR OVERHAUL SPECIALS: ----- Terms available...

<p>FARMALL CUB - New rings, rod bearings, grind valves, oil and oil filter element----- ONLY \$31.99</p> <p>FARMALL A, SUPER A, B, C, and SUPER C - New pistons, sleeves, rings, grind valves, new rod bearings, new oil and oil filter element ----- ONLY \$58.00</p> <p>FARMALL H - New pistons, sleeves, rings, grind valves, new rod bearings, oil and oil filter element, ONLY \$79.49</p> <p>FARMALL M - Same work as offered on H ----- ONLY \$95.76</p>	
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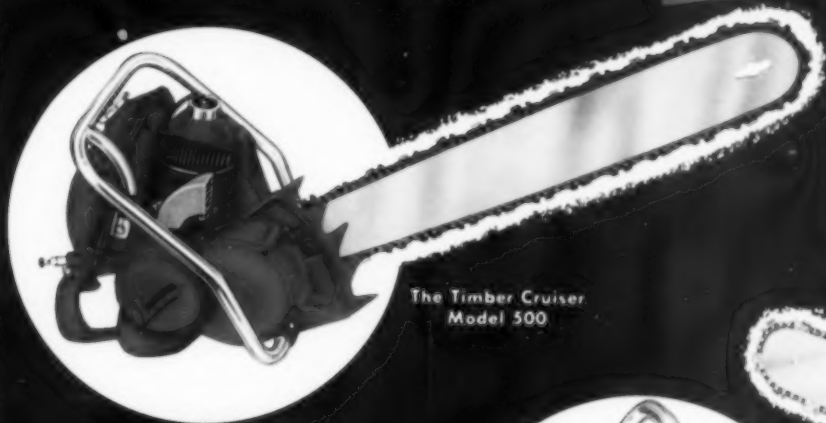
WE USE ONLY I.H. PRECISION PARTS IN OUR TRACTOR SERVICE WORK.
Don't delay, phone or see "POPE" SIMPSON, our shop foreman at 5-2143 and tell him when to be ready for your Farmall.
Special rates on pickup and delivery, if you can't bring it in.

While your tractor is here we will steam clean and paint it also put new decals on for only.... \$24.95.

Yours truly,
O. W. Beaver
O. W. Beaver

POWERAMA

in
Color



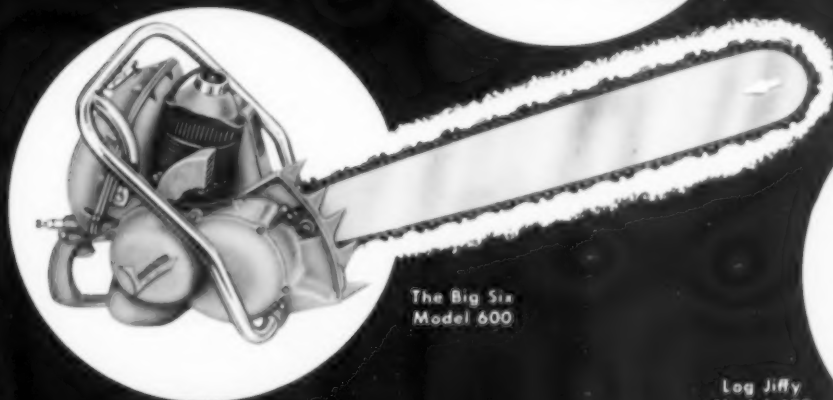
The Timber Cruiser
Model 500



The Nifty
Model 200A



Log Jiffy
Model 400B



The Big Six
Model 600



Log Jiffy
Model 450

Lancaster CHAIN SAWS

Introducing the new, power-packed line of LANCASTER
CHAIN SAWS in eye-appealing, attention-getting colors.

LANCASTER PUMP & MANUFACTURING CO., INC. • LANCASTER, PA.

Lancaster helps you sell Chain Saws

There is a Lancaster Chain Saw for every woodcutter's requirement. There are models designed for both the timberman and the weekend woodcutter with a selection of guide bars and chains from 16" to 36" for one or two man operation.



LOG JIFFY
Model 400B



LOG JIFFY
Model 450

The Log Jiffy is a heavy-duty, direct-drive chain saw designed for the user who requires a lightweight, fast-cutting saw. The Log Jiffy is ideal for the professional woodcutter, tree farmer, nurseryman, or contractor. Standard equipped with 3 H.P. engine—Model 400B diaphragm carburetor or Model 450 float carburetor.

See Our POWERAMA
in Color Display
at the
NATIONAL HARDWARE SHOW
VISIT BOOTH 905
Coliseum, New York City
OCT. 14-18



POWERAMA in Color

- COLOR** ... all literature color coded for easy identification
- COLOR** ... coded cartons save warehouse time
- COLOR** ... makes possible attractive displays
- COLOR** ... helps identify the models
- COLOR** ... stimulates sales

The LANCASTER Nifty CHAIN SAW

A real price leader at a full profit, the NIFTY is a chain saw that everybody can afford. Weekend woodcutters, farmers, suburbanites, campers—anyone who has occasional use for the labor-saving advantages of a chain saw is a prime prospect for the low-priced LANCASTER Nifty. Retail price, complete with bar and chain

\$149⁵⁰

Model 200A



The BIG SIX
Model 600

The Big Six offers faster cutting and less operator fatigue made possible by the high speed 2:1 gear driven transmission and the custom built 6 H.P. engine. You get the labor-saving and fast-cutting advantages of a direct drive, without excessive wear on bar and chain. Standard equipped with 6 H.P. engine and diaphragm carburetor.



The TIMBER CRUISER
Model 500

The Timber Cruiser offers the same outstanding features which have proven so popular on the Big Six. The rugged semi-dry transmission with an optimum 2:1 gear ratio speeds up cutting and makes the saw easier to handle. Standard equipped with 5 H.P. engine and diaphragm carburetor.

LANCASTER PUMP & MANUFACTURING CO., INC.
Box 778 E, Lancaster, Pa.

Yes, I want to know more about the LANCASTER Line of Chain Saws. Please rush complete information on an EXCLUSIVE Dealership.

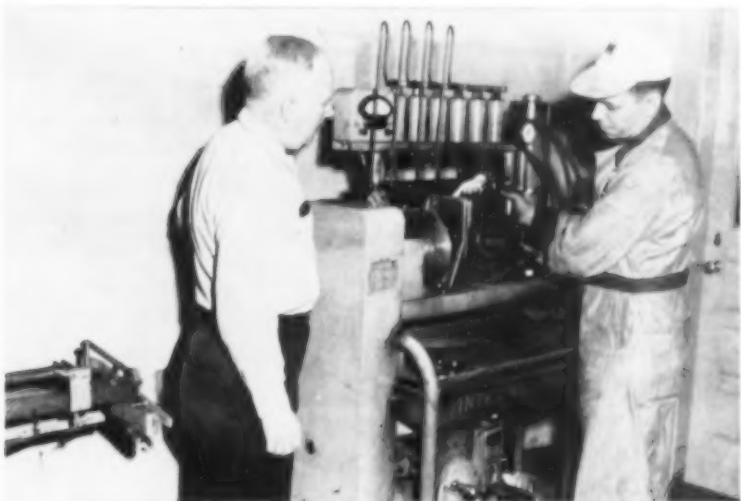
Name _____
Company _____
Address _____
City _____ State _____

LANCASTER

Saws



Company's large and well-equipped shop can handle any type of service work on tractors or equipment. In the picture above Owner Beaver confers with a mechanic who is busy reconditioning a tractor. Below: he checks with a mechanic working with equipment used for testing diesels



At a time when both parking and display room are of much importance to dealers this company has an extensive paved area for these purposes

"At the end of the campaign, the total prize points were divided among parts and service men. Each man was awarded his share of prize checks, which were redeemable in merchandise selected from a prize catalog.

"The organization was enthused about the contest and every man promoted the deal.

"Included in that was a special paint deal, which wasn't profitable, frankly. But the idea was to get the tractors in for inspection. There was practically no charge, and the paint job was available without cost, but other work developed from that inspection. Whether or not the paint job was profitable, we do figure it was good advertising to get all these tractors painted red, with new decals on them.

Results

"In the spring we had a lot of farmers ready to go to work. Otherwise, they would have been hampered by breakdowns and would be calling for field service.

"We probably wouldn't have been able to get to all of them in the spring if we hadn't have had the tractors brought in during the winter months.

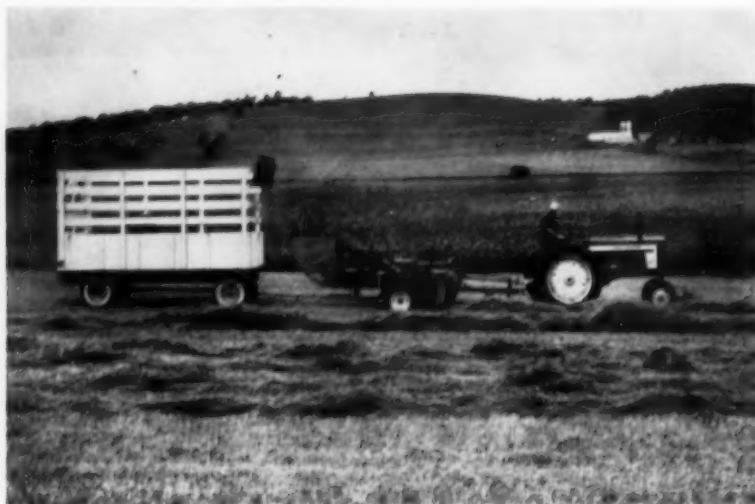
"This thing took what is normally three months of loss for the whole operation, including the service department, and made the entire operation profitable through December, January and February. Those are months which normally in the past have shown a loss.

"It really worked out very well. There was good response from the trade and the boys all seemed to do good work. There have not been any signs of any comebacks. The trade seemed to be very happy with the results too."

Two Appointees Named by New Idea Division

TWO APPOINTMENTS in the sales and engineering departments at New Idea Division of Avco Manufacturing Corp. have been announced by Blair Williams, assistant general manager for the firm.

Robert C. Evans has been promoted to the position of product manager in the sales department and Lyman Gurnoy has been named senior project engineer, a position formerly held by Evans.



The John Deere Bale Ejector, for the company's twine-tie balers, tosses bales into the high-sided wagon. The tractor driver is in full charge of baling and loading. The need for bale pickup is said to be eliminated.



In addition to baled hay the bale elevator, with general-purpose hopper handles small grains, ear corn, ensilage

One-Man Hay Baling

JOHN DEERE, Moline, Ill., announces a revolutionary new system for baling and storing hay crops. Now, the manufacturer states, one man, alone, can actually bale and store his own hay. At least 50 percent of the labor formerly required is said to be eliminated.

The new John Deere system consists of a new bale ejector attachment for John Deere twine-tie balers that loads wagons automatically, plus new elevator and barn conveyor equipment that stores bales automatically.

Here's how the John Deere system works. Any John Deere 14-T twine-tie baler, equipped with a bale ejector, makes bales approximately half size. Bales are ejected through the air directly into wagons with high sides. Only the man driving the tractor is required.

Bales are then delivered to the elevator at the barn, dumped into the new 8-foot, general-purpose hopper, and delivered to a bale conveyor hung from the ridge pole in the barn. The conveyor receives bales from the elevator and distributes them through the full length of the barn. Provision is made for discharging bales from the conveyor to either side at ten-foot intervals. No stacking is re-

quired with short bales. Storage space is reduced approximately 10 percent, depending on the weight of the bales. At the same time, better air circulation reduces the fire hazard.

The company believes that in many respects the new John

Deere system is a greater advancement in hay handling than the introduction of the automatic baler. While the automatic baler eliminated two and, in some cases, three men's help over the old manual-tie windrow-pickup baler, the new
(Continued on page 136)



The John Deere bale conveyor makes short work of storing hay. Bales may be discharged at 10-foot intervals to either side of the conveyor

\$25,000 annually from **Grain Storage Bins**

By Ruel McDaniel

ON-THE-FARM grain storage has added about \$25,000 to the annual volume of Beeville Farm Supply Co., Beeville, Texas, and contributed materially toward taking up the slack in general farm equipment profits, according to J. B. Adams, owner.

"In an area where there is a shortage of field storage facilities," Adams points out, "metal on-the-farm storage bins are an ideal and logical sideline for the farm equipment dealer. It may be used to produce extra profits in normal times and it can be made to take up much of the slack when equipment sales slow down. We particularly like the line because it is tailorable to our main business—farm equipment."

An example of how he has

"tailored" the storage bin business to the farm equipment operation is his policy toward erection service. Until about a year ago, volume in the service department was off and it looked as though it would be necessary to lay off about two regular service men.

Instead, Adams made an extra drive on on-the-farm storage bins, stressing the company's erection service, and obtained enough business, including erection service, to keep the service men busy. One sale during that period totalled \$30,000, including the cost of erecting the plant, and that sale alone did much to bridge the service gap.

During the past year, however, service business has increased to the point where all service men



In the absence of a demonstration unit erected on the display lot, the rack of promotional literature on the sales floor helps to interest farmers in grain storage. J. B. Adams, right, talks on-the-farm storage to a farmer-banker

are needed in the shop, and as a consequence, the company stresses on-the-farm storage on an "as is" basis, encouraging farmers to erect their own bins.

In fact, the company does not erect any bins at all now, but if a farmer does not wish to erect his own, then Adams recommends a reliable man to do the work and brings him and the customer together.

Advocating that buyers erect their own storage fits in ideally with the company's credit policy. Farmers buy their on-the-farm storage units normally on credit through the Agricultural Stabilization Committee (ASC). By utilizing this agency's credit, the customer may finance 80 percent of the cost of the storage at a low rate of interest over a five-year period.

And a feature that makes it advisable for the farmer to erect his own bins is that the agency will advance the farmer a sum to cover the cost of erecting the bin, and thus the erection allowance in most cases almost makes the 20 percent down payment required.

To make it easy for the customer to put up his own bin, the company delivers the knocked-down unit to the site where it is to be used. Adams instructs the customer in the various steps to be taken in erecting the bin and he lends him a set of hoists and jacks to use in erecting the unit himself.

(Continued on page 134)



By means of a sign on the front of the store this company prominently identifies the lines of grain storage bins handled. Sign attracts business

Dealers! WIN a FREE



Every Eclipse Mower Dealer has an Equal Chance to WIN

Additional Prize Trips to New Orleans and Colorado

First prize in this wonderfully easy Eclipse contest is a carefree, cost-free vacation in Mexico. The winning dealer (and his wife!) will revel in the exotic charms of Mexico for 7 full days. Second and third prizes are similar FREE vacation trips to colorful Colorado and historic old New Orleans. And remember: store size or sales volume do not affect your chances; any Eclipse dealer—in any size town—can win a vacation or some other worthwhile prize.

**ALL YOU DO IS STAGE A PUBLIC
Eclipse TRY-OUT PARTY
...then tell us about it!**

There's nothing difficult or costly about having an Eclipse Try-Out Party in your town. We provide a complete how-to-do-it manual. You can do it alone, or (in larger communities) combine your efforts with other Eclipse dealers.

The object of the Try-Out Party is simply to get your customers to operate Eclipse mowers in person... see for themselves how easy and restful Eclipse mowers are to use.

Nothing sells quite so dramatically as a self-demonstration. You're bound to get real, "live" prospects—actually sell more mowers—make more money. And regardless of the size or scope of your "Try-Out Party"—when you report on the results, you have an equal chance to win a free vacation!

Plan now to win... mail the coupon or see your Eclipse salesman for details.

THE ECLIPSE LAWN MOWER CO.

Div. of Buffalo-Eclipse Corporation

10724-A Railroad St.

Prophetstown, Illinois

Vacation in *Mexico*

Duplicate prizes to Sales Clerks, too!

This contest recognizes the importance of retail selling—by giving an *equal* prize to the manager of the mower department in the winning stores. Here, too, the wives are included on the free vacations!

Everybody **WINS** Something in This **EASY, EASY** Contest

Send for your Contest Kit, have your mower clerk(s) fill in the simple questionnaire and return to Eclipse. This indicates that you want to become eligible to win in this contest. And it will show that your people are familiar with the features that sell consumers. To make it worth your while, Eclipse will send—no strings attached—a free worthwhile gift to everyone filling in the quiz. It's the first step to winning a free vacation or Polaroid Camera!

Mail Coupon Today

For your complete details on these EASY, EASY contests

Prizes Galore

Picture-a-minute Polaroid Cameras

In another contest there will be Polaroid camera prizes to winning mower sales clerks in ALL Eclipse sales districts—with duplicate prizes to their employers! This is the nationally famous camera that gives printed pictures in 60 seconds from the snap of the shutter!



SIMPLE RULES

- 1 Have your mower sales clerk(s) fill in a simple "quiz sheet" and return to Eclipse.
- 2 Hold an Eclipse Try-Out Party before July 1, 1958 that has been advertised to the public.
- 3 Send a written report on it to Eclipse with photos and proof of promotion (tear sheets, station affidavits, etc.).
- 4 Keep it strictly an Eclipse demonstration—no other products of any kind.

THE ECLIPSE LAWN MOWER CO.
Prophetstown, Illinois

10724-A

Yes—I want a chance at that wonderful vacation in Mexico—and the PROFIT from more Eclipse sales! Send me full details by return mail.

We have clerks who sell Eclipse mowers.

Store.....

Address.....

City.....State.....

My Name.....



A major item in the new line is the Case 310 tractor-loader-backhoe unit. This equipment "opens for Case dealers new markets as represented by contractors, cities, counties, and others in need of low-cost construction and loading equipment

Case Co.'s 12-Month Line

IN A SERIES of dealer meetings staged in each branch territory, J. I. Case Co., Racine, Wis., has officially revealed a new, diversified 12-month sales line. Dealers have received full information on the new products plus the sales helps being made available.

Product-wise, the Case line is being expanded with added machines which are usable and salable in seasons when business normally is slack in some types of strictly agricultural equipment. New items include additional farm equipment units and others classified as light industrial machines, adapted for use by local contractors and custom operators in addition to the farmer himself. While related to the heavy line of Case industrial tractors and earth-handling equipment, the twelve-month line items are built with an eye to sale and servicing by farm machinery dealers with a minimum of added investment and service parts inventory, it was emphasized.

Examples of this new equipment already announced include the Model 310 Agricultural Crawler, designed especially to give better traction and flotation in hill-

side, muddy field, and muck-land farming. It has a high clearance frame and high-traction drawbar. The 310 crawler is available with dozer blade and free running winch. The blade is readily removable, said to make it a practical outfit for frequent shifts from farm work to money-making custom or contract jobs when farm work is not pressing. Thus the 12-month feature finds profitable work for the farmer as well as satisfying sales for the dealer.

Most striking innovation for Case is the 310 wheel tractor with a Case designed and factory in-

stalled loader-backhoe combination. This machine is built primarily for the small contractor, parks, cities, townships, and counties. Built with industrial strength, capability and stamina the new Case 310 Tractor loader-backhoe is priced among the industry's lowest. It handles the excavating, trenching, back-filling and other earth-handling jobs necessary on farms, and makes off-farm income a certainty for any farmer that buys the machine.

More important, the company points out, farm implement dealers are offered an opportunity to sell

The 350 tractor, with 3-4 plow power, features a 42 horsepower engine and is available in gasoline or LP-gas models



effectively to the booming construction industry and to the local government markets.

In the field of "on farm" selling, Case is offering its dealers: two new tractors, a new two-row mounted corn picker and three new Case plows.

The new Case Super 400 diesel tractor boasts a bigger engine with more horsepower, in addition to pressurized cooling, eight forward speeds and independent PTO. It is of the 4-plow class, and also available with gasoline, LP-gas and distillate engines.

Special Features

In the 3-4 plow rating class the Racine manufacturer is currently introducing the 350 tractor as a straight addition to the Case tractor line. Featuring a longer wheel-base, more weight and traction, 42 hp engine, the 350 has a twelve-speed transmission and constant running PTO.

"Pull type picker performance" is the introductory theme for the new Case 425 two-row mounted picker. Its "forward design" gathering chains are arranged specifically to get more of the down or elbowed corn usually troublesome to mounted pickers. Case also features the short turning range of this machine in both operating and raised position. A third "plus" is the automatic raising of the wagon elevator whenever the picker points are raised. This eliminates collision of the elevator and the trailing wagon on turns at the headlands.

New Plows in Line

New plows in the Case twelve months line-up are: the M (3 bottoms), the C (4 bottoms), and the A (6 bottoms). All feature the new Case girder beam and brace construction with high level mechanical or hydraulic lift control.

Projecting Case into a 12-month line is only part of management's announced plan to provide dealers with an added business opportunity. Along with the expanded line, new flexibility has been introduced into the Case dealer franchise and complete financing facilities have been made available through the Case Credit Corp., a wholly owned subsidiary.



New Crawler tractor has 42 hp engine and is designed especially for hillsides, muck-land, and peat-bog farming where high traction is needed



Company's 400 super Diesel is of the 4-plow class, has eight forward speeds, and independent PTO. It is built with gasoline, LP-gas and distillate engines



Two-row mounted corn picker, the 425, features a forward gathering design which places gathering chains lower and further forward to pick up stalks which are down or elbowed. A short turning range also is featured

John Deere and



This new John Deere Engineering and Research Center near Waterloo, Iowa provides modern facilities for all phases of tractor research and development work of both the John Deere Waterloo Tractor Works and the John Deere Dubuque Tractor Works.

Research Engineering Center

Keeps Tractor Quality At Its Highest!

Quality is a precious commodity in any organization, and particularly so in the farm equipment industry. From quality stem the faith and subscription that make one manufacturer's product more acceptable than another's. Tractors are a good example. At John Deere, tractor quality is guarded with a vengeance. The words of the blacksmith, spoken more than a century ago, still ring loud and clear—"I'll never put my name on an implement that hasn't in it the best that is in me."

To this end, a year-round, never-ending program of research and testing is carried on in this modern John Deere Research and Engineering Center near Waterloo, Iowa. Here, through the media of the test tube and test track, with the aid of modern electronic and mechanical testing devices, the science of agricultural engineering and development pursues the goal

of ever-higher tractor quality. The success of this program is evident by the ever-growing number of green-and-yellow tractors that are a familiar part of every rural landscape.

The important role played by the new Research and Engineering Center is another "built-in" feature that makes the John Deere dealer franchise the most valued in the farm implement field.



JOHN DEERE
MOLINE, ILL.

*... "Wherever Crops Grow,
There's a Growing Demand for
John Deere Farm Equipment"*



This mud bath, in which can be mixed varying amounts of sand and clay, enables John Deere engineers to check the effects of weather and abrasives on wheel and axle bearings and oil seals.



This obstacle course subjects the test tractor to punishment far in excess of that encountered in normal field operation. Any weakness in tractor design or construction can be spotted quickly and corrective steps taken immediately.

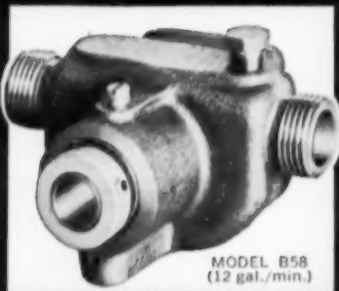


Watering Tobacco Beds—One of many uses for . . .

HYPRO

Hollo-shaft Pumps

Slip directly on motor or engine shaft—ports are threaded for quick easy connection of garden hose couplings.



MODEL B58
(12 gal./min.)

Pump illustrated has $\frac{5}{8}$ " ID hollo shaft, requires no pulleys, couplings or adapters for attachment to most small engines and fractional hp motors. Case is bronze. Choice of either rubber impeller or bronze rotor with rubber or nylon rollers.



Pump available separately or ready-mounted on gas engine with handle and base.

Write for circular
No. 131.



HYPRO
Engineering, Inc.
700 39th Ave. N.E., Minneapolis 21, Minn.

Tornado Basic Chopper Added to Brady Line

THE BRADY Manufacturing Corp., Des Moines, Iowa, announces the availability of its new Tornado Basic Chopper that has all the features of the "big brother" Multi-Crop Chopper.



It may be used for chopping cornstalks, cotton stalks, crop residue, prunings, brush, etc. Mechanical features include a full 60" cut, 50 h.p. gear box, shielded p.t.o. shaft, free swinging chain knives or chains, dual V-belt drive, screw type height adjustments, and rigid hitch.

The chopper sells for \$580 f.o.b. factory; shipping weight is 800 lbs.

King and Hamilton Adds New Portable Elevator

THE KING AND HAMILTON Co., Ottawa, Ill., recently introduced the Model 2050 Portable Elevator which features a reinforcing system of supports five times wider than previously used to prevent any possible sagging of the main trough or bulging of the sides.

Additional features of this newest addition to the company's line of crop handling equipment includes a king size 20½ inch trough made of heavy gauge TI-CO galvanized sheet steel sections in 4-, 6-, and 8-ft. sections that can be added as needed for lengths up to 50 feet. The feeder is 19½ inches wide and is said to handle whole bales of hay with ease. These feeders are available in 8- and 10-ft. sizes. A new type of spring assembly makes it possible to raise

and lower the feeder with just one finger, the company states.

A new, exclusive "Ottawa" no-sag motor mount bracing system prevents elevator tilting and provides easy adjustment of either a gas engine or an electric motor.

One-Man Hay Baling

(Continued from page 128)

bale ejector makes the job completely automatic by eliminating bale pickup men or men on the wagons behind the baler. Yet, it is pointed out that the new John Deere bale ejector costs, in most cases, less than a hired hand's salary for a single haying season.

At the barn, the man hauling the bales in the wagon dumps the short bales into the elevator hopper, sending them to storage. No other help is required. In most cases, at least two men formerly required to stack bales in the barn are eliminated.

On a large dairy farm in Wisconsin, the new John Deere Short-Bale system reduced the labor force by seven men in their baling operations in 1956. On another farm, the farmer's daughter did the baling, while the farmer handled the hauling and unloading at the elevator. The system is a time- and money-saver for hay-growing operations, large or small, it is claimed.

Short bales have the added advantage of easier handling at feeding time. Back-breaking labor is eliminated when carrying the lighter bales to the livestock.

New equipment for the John Deere portable elevator includes the large, bale-size, general-purpose hopper, which also handles small grains, ear corn, and ensilage besides baled hay. The hopper is spring-loaded—is raised and lowered easily for quick "spotting" of loads.

A Short-Bale Guide Attachment for any length John Deere bale-size elevator keeps short bales elevating at much steeper angles.

The bale conveyor for the barn is easily installed and available in sections to match any barn length. It's powered by an electric motor or gasoline engine.

The company emphasizes that the new automatic bale-handling system reduces labor costs, eliminates back-breaking work, and speeds haying operations. It assures better hay in the barn—bales are delivered directly to storage, not left to weather in the field.



IH Introduces No. 11 Side Delivery Rake

A NEW HIGH-SPEED Fast-Hitch pto-driven side delivery rake known as the McCormick No. 11 is introduced by the International Harvester Co.

Like the recently announced semi-mounted McCormick No. 15 rake, teeth on the new No. 11 move practically at right angle to the direction of travel to give a rapid swath-to-windrow delivery of hay. Harvester points out this sideward



movement of the teeth results in the least possible movement of hay together with gentlest action at fast raking speeds.

The No. 11 has a raking width of 8½ feet; two offset caster wheels in rear can be adjusted to provide tooth-ground clearance of as much as three inches; and the tractor's hydraulic system lifts the entire rake well off the ground for sharp corners or transport.

Other features of the new No. 15 include pre-lubricated main roller bearings for the reel, pre-lubricated ball bearings for the five reel bars, channel-section steel frame, one-piece welded reel frame, individually replaceable teeth, and heavy-duty stripper bars.

Low-Cost Barn Cleaner Is Announced by Clay

A BARN CLEANER, the Clay Scotsman, which offers a new spring-tension friction release for protecting the drive unit by allowing the belt to slip if some foreign object in the gutter should cause the chain to jam, has recently been introduced by the Clay Equipment Corp., Cedar Falls, Iowa.

The Scotsman is said to be everything which its name implies—low-cost, low-maintenance—



without any sacrifice of quality. It comes with an attractive two-piece hood, easily removed for access to

the drive unit. The rugged drive unit with cast iron machine-toothed gears is mounted in a heavy 7" channel iron all-welded frame.

The barn cleaner's drive unit uses the Claymore 5X chain—a heavy, rugged, low-cost chain which offers one-piece flat links with rivet heads deep-welded to flat sections. Pins cannot work and wear. Heat treated forgings eliminate stretch, and welded paddles cannot work loose. If welded paddle is bent or broken, a new paddle is bolted to the forging.



first in the field,
"EMPIRE"
PIONEERED TODAY'S
TILLAGE TOOLS!

"EMPIRE" products have grown with America! Since 1840 our name has been a "buy word" with discriminating farmers.

ISOTHERMAL SALT BATH heat treated "EMPIRE" ground engaging tools are unsurpassed in performance — unequalled in stamina. They draw light, scour freely and run true extra long under all soil conditions.

Always sell "EMPIRE", the line of ready trade acceptance for 117 years.



HEAT TREATED
FOR TOUGHNESS
TEMPERED
FOR PERFORMANCE

THE **EMPIRE** PLOW COMPANY

Specialists in Tillage Tools Since 1840

CLEVELAND 27, OHIO

1840

1957



John Deere Markets Two Larger Balers

JOHN DEERE announces two additions to its baler line—the new 214-W Wire-Tie and the 214-T Twine-Tie balers. These balers are bigger, heavier versions of the family-sized John Deere 14-T Twine-Tie baler. They make bigger, heavier, more dense bales—square-cornered, compact, sliced bales that are easy to handle, stack and feed, the company states. The new 214 Series balers make bales up to 80 pounds, although they will make bales to suit the operator in lengths from 8- to 50-inches.

The John Deere 214-W Wire-Tie baler is particularly adaptable for commercial hay growers and larger operators who stack bales in the field. An efficient tying mechanism with simple adjustments assures dependable knotting.

The John Deere 214-T Twine-Tie baler meets requirements for growers who prefer more dense twine-tied bales.

Like the John Deere 14-T baler, both the 214-W and the 214-T feature bale groovers permitting twine or wire to snug into the bale, reducing snagging or slipping in handling.

Many other features of the 14-T are built into the 214-W and 214-T balers: wide pickup; hip-high strippers; large floating auger and fork-type feeder; knife-equipped, continuous-running plunger-head; and double protection for needles.

In addition, the 214 Series balers feature a combination overrunning and slip clutch on the power take-off, combination slip clutch and shear assemblies in the flywheel, slip clutches in the auger and pickup drives to provide protection against shock loads.

John Deere 214-W Wire-Tie balers and 214-T Twine-Tie balers

are available for PTO operation or with a 26.5 h.p. Wisconsin engine, regularly equipped with self-starter.



Allis-Chalmers Adds New "90" Harvester to Line

ALLIS-CHALMERS announces the addition of the 7½ foot pull-type Model 90 All-Crop Harvester to its harvesting equipment line.

The "90" is new in every respect and not a revision of a previous model, the company states. It fits in between the company's six foot pull-type Model 66 All-Crop Harvester, and the medium-sized nine foot or 12 foot self-propelled Super 100 All-Crop Harvester.

In addition to its full 7½ foot cut, the new model has a 42 inch wide feed house and cylinder; new 4-step, 5-grate section steel straw rack providing 4,560 square inches of separating area; and a 30 bushel capacity grain bin, all of which add together for big capacity performance and output. The "90" also includes two 7:50 x 18, 8-ply tires; drop center rims mounted on tapered roller bearings; adjustable

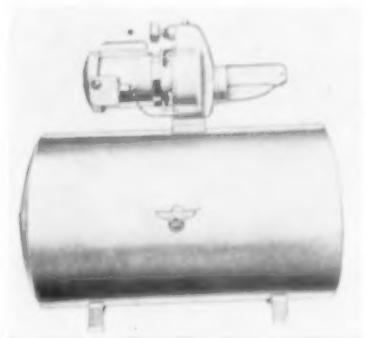
chaffer and sieve, and industrial type lever controls to the gear box.

A full line of special equipment and attachments is also available to adapt the machine to a wide range of crops and field conditions. Included are a straw spreader, cleaning and dirt removal equipment, pickup attachment feed rolls and tandem wheels.



Red Jacket Introduces Multistage Jet Pump

A JET PUMP capable of producing up to 1350 gallons per hour and said to reach pumping depths to 160 feet has been announced by the Red Jacket Mfg. Co., Davenport, Iowa.



The latest addition to the company's jet line, the Red Jacket "CJM" is available in factory-assembled models with 12-, 30-, and 42-gallon tanks. It features easy convertibility, self-prime, quick-connection advantages and an all-brass shut-off service cock. All-bronze impellers with four-volute diffusers and brass wear rings reduce friction, increase efficiency, and deliver more water with lower power cost, the company claims.



Miller to Head Ford's Engineering Operations

APPOINTMENT of R. J. Miller as chief engineer, Tractor and Implement Division, Ford Motor Co., is announced by Merritt D. Hill, general manager of the division. Miller will be responsible for all engineering operations of the Division and will be in charge of the company's Farm Machinery Research and Engineering Center in Birmingham, Mich.

\$25,000 Annually from Grain Storage Bins

(Continued from page 129)

After being offered all these inducements to erect his own bin, if the farmer still insists that somebody else do the job for him, Adams arranges a deal between a reliable man and the customer, and the farmer pays the cost of the job directly to the workman. The average single storage unit costs about \$85 to erect.

Although a sale may vary from a few hundred dollars to several thousand, the average on-farm

storage transaction amounts to \$1,300, not including the erecting cost, Adams says.

The company obtains business through a practical combination of advertising and personal contact.

Adams utilizes fully the manufacturer's helps insofar as advertising support is concerned, and he declares that these helps are highly practical. He uses a few highway signs, paid for mainly by the manufacturer, direct-mail material supplied by the manufacturer and some newspaper advertising for which he pays.

Recently a daily paper circulated in the Beeville territory carried a story on its farm page which stated that there would be a serious shortage of grain storage space in the area this summer. The manufacturer used a reproduction of this story as the basis of a highly practical direct-mail piece which Adams sent to farmers throughout his trade area. It created several serious inquiries about on-the-farm storage and some sales already had resulted, six weeks before the grain harvest was to begin.

"When a manufacturer is will-

ing to tailor his advertising helps to fit the local needs of the dealer, the dealer is passing up a real opportunity if he fails to utilize the helps to the fullest," Adams declares.

Ordinarily Adams keeps a storage tank erected on his machinery yard, so that it not only reminds customers who come in that the company sells on-the-farm storage, but to help in interesting them in the tanks; but now and then the stock on hand runs short, a customer wants a unit at once and it is necessary to disassemble the unit and deliver it to him.

"An erected unit definitely is a sales help, however," Adams emphasizes.

He maintains a display rack of advertising folders which feature the tanks, in a conspicuous spot on the sales floor. This display, too, helps to bring up the subject of on-the-farm storage in season.

"But of course there is no substitute for getting out to the country and talking to farmers about their storage problems," Adams points out. "We do quite a bit of that."

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VOL. 126

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Equipment**

No. 10

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handling on-the-farm storage bins is that the dealer can talk to the prospect about his storage problems at the same time he may be calling on him about new equipment or service on the equipment he operates, Adams suggests.

Although the business to be obtained by making on-the-farm calls about storage tanks justifies a call for this purpose alone, seldom does he make such a call without furthering the sale of general farm equipment or service at the same time.

FEMA Members Subscribe to Business Ethics Code

(Continued from page 123)

level the standards reputable manufacturers constantly strive for."

President Matheson went on to say that W. E. Munzell of Danuser

Machine Co. and his FEMA committee were to be congratulated for development of the code.

The eight-point code stipulates that, to pursue a course of business endeavor, a member pledges:

(1) To an unswerving allegiance to his country and to acknowledge his fellow-citizens' chosen way of life.

(2) To recognize that his fundamental obligation is to serve agriculture.

(3) To maintain high standards of quality and service and to incorporate into the design of his equipment all proven engineering safety features.

(4) To refrain from unfair competitive practices and to censure all tactics adversely affecting public and business relations.

(5) To champion the justice and necessity of a fair profit for reputable producers of farm equipment who are competently serving agriculture.

(6) To take pride in his industry, believing it to be one of dignity and usefulness; allowing an easier, happier, and a more prosperous life for the farm family.

(7) To offer and advertise his equipment and services on its own merits only and in a free market.

(8) To abide by the FEMA's by-laws and business ethics code.

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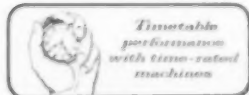
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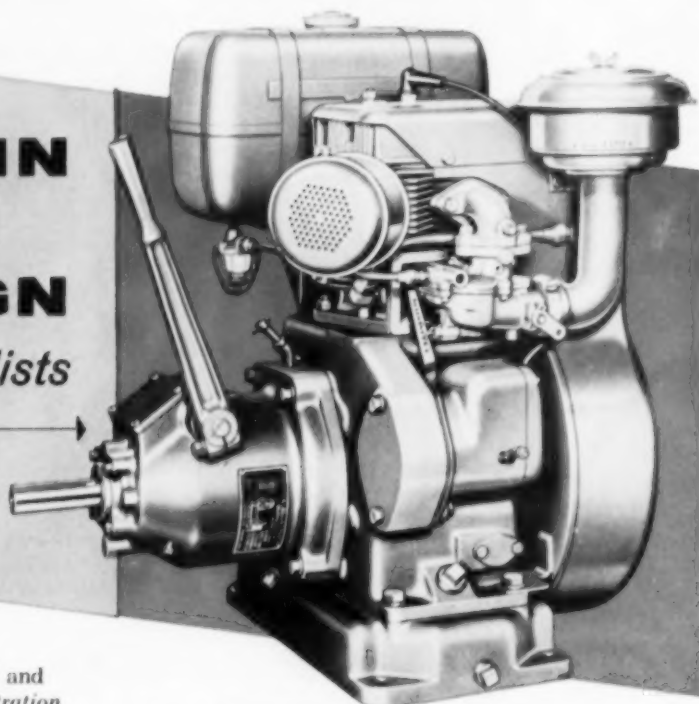
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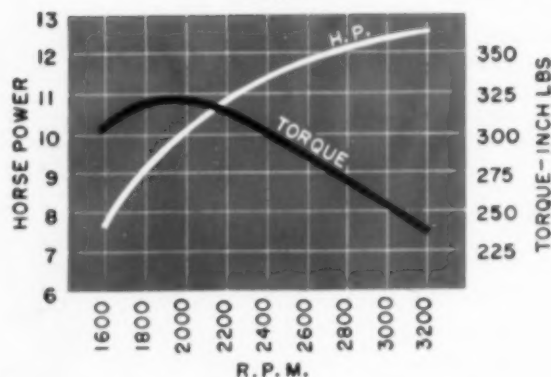
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